

Case Study

Utilizing the power of Choozle's programmatic platform, Paradise engaged affluent travelers with varied messages to promote their client's travel destinations.

The Objective

- Reach affluent travelers using programmatic media buying
- Leverage industry-leading third-party data providers to efficiently reach a narrow target
- Further master programmatic media buying to win new business

The Solution

Paradise leveraged the Choozle platform to reach three target audiences across different device types and creative mediums.

The targeting mix included:

- 1) Contextual: People using travel sites and apps
- 2) Demographic: Adults 35-64 HHI (household income) \$100K+
- 3) Behavioral: People interested in Florida travel, beach destinations

Paradise exceeded KPIs for all campaigns within Choozle (CTR for display, VCR for video). The traffic originating from the Choozle campaigns had the highest engagement rate among all vendors. Compared to the peer set, Choozle's bounce rate was 22% lower, pages per session was 7% higher, and the average session duration was 47% higher.

Key Results

.20% CTR

exceeding their goal by 150% (initial click-through rate goal for display ads was .08%)

63% VCR

initial video completion rate goal was 60%

Average session duration

47% increase

compared to other vendors

Digital spend increase

by 30% based on success of Choozle campaign

*"Paradise Advertising has delivered **highly targeted** and very efficient digital media buys for our organization using the Choozle platform. In addition, we're thrilled to see the **engagement** on the Paradisecoast.com website of visitors reached by the Choozle campaigns."*

-Jack Wert, Executive Director of the Naples, Marco Island, Everglades CVB