

Case Study

In 2020 TripAdvisor found that 44% of people are more likely to take a road trip compared to other forms of travel after the coronavirus pandemic. Discover Bristol was ready to increase their tourism by capturing that percentage of localized, road-tripping travelers. Partnering with Relic Agency, a full-service advertising agency, they utilized Choozle's geoframing capabilities through Factual to run brand awareness campaigns for Discover Bristol in pursuit of increasing tourist visitation in a travel market that was still reopening post-pandemic.

The Objective

- Maximize in-state and driveable markets to travel to Bristol, TN through awareness campaigns
- Leverage geoframes with geolocation targeting to capture post-COVID-19 road tripping audiences

The Solution

Relic Agency sought to create a holistic, streamlined approach for Discover Bristol to navigate the aftermath of the COVID-19 pandemic as travel began to resume. Relic Agency helped Discover Bristol stay top-of-mind for newly returning travelers by tailoring their communication during COVID-19 to ease fear, acknowledge safety concerns, and resolve uncertainty among travelers in preparation for the reopened travel market. Relic Agency saw a great opportunity to focus in and reach those travelers in close proximity to Bristol, TN as the average travelers were more reluctant to make further domestic or international trips.

Choozle helped Relic Agency capture the drivable markets that surrounded the Bristol, TN area through geolocation targeting and custom geoframes that captured unique audiences open to travel. Relic Agency created custom audiences by uploading visitor lists from Asheville, NC, and Knoxville, TN, and then utilized them by location, serving prospecting ads in Atlanta, GA, Nashville, TN, and Washington D.C. Relic Agency was then able to determine the highest performing drive markets and optimize the location-based campaigns, focusing more of their ad spend towards top-performing geolocations with Choozle, along with other advertising channels. The geotargeted programmatic display campaign was key in supporting the performance of their lower-funnel channels, as they saw an overall increase in conversions. Discover Bristol's campaign served over three million impressions to highly targeted audiences while maintaining a cost-per-click under \$5.

Key Results

3,074,508
total impressions

>\$5
CPC

"...Choozle was a great platform for reach and awareness to fill the top part of our funnel with high-quality leads. Choozle was also a great guide in showing us where the most interested audience was." **-Monica Rich, Relic Agency**