

Case Study

2020 has brought uncertainty to the travel & tourism industry. Madden Media, a full-service digital travel & destination marketing agency, has successfully driven results for their destination marketing organization and convention and visitor bureau clients by leveraging the tactics available with Choozle.

The Objective

- Accurately target drive-in markets with travel intent
- Increase year-over-year organic traffic & room bookings

The Solution

Madden Media, a full-service digital travel and destination marketing agency, was faced with the challenge of adjusting strategies for their destination marketing organization (DMO) and convention and visitor bureau (CVB) clients.

Since many DMO and CVBs are funded by hotel tax, quite a few of their clients chose to pause media at the start of the pandemic. As cities and restaurants slowly started to re-open, Madden Media adjusted their digital advertising strategies to focus on lower-funnel retargeting efforts to keep returning travelers engaged with the destination. Equipped with new inspirational creatives, Madden Media had the flexibility and control from the Choozle platform to execute these new strategies to reach consumers in drive-in markets. Choozle's connected TV and display remarketing offerings have made it seamless for their clients to reach users with travel intent while sitting on the couch watching their favorite shows.

Across all their clients, Madden Media has seen some impressive results from their digital advertising campaigns. With inspiring messages, videos, and display ads, they've seen substantial increases in organic traffic during the pandemic for their clients compared to previous years. One destination has seen an 11.14 percent increase in new organic site visitors from June to August compared to the same timeframe in 2019. The same travel client has also seen a 23 percent increase in average daily rate (ADR), highlighting how well the digital efforts are at driving visitors to the destination.

Key Results

23%
increase in
ADR

11.14%
increase in
**new organic
site visitors**

**Results for one
travel destination*