

## Case Study

How do you entice consumers to spend money on something that exists merely as an experience? This was the challenge of a national hotel chain. The brand was looking to diversify their digital marketing efforts outside of retargeting strategies and open the consumers' eyes to a whole new set of experiential possibilities within their key drive markets.

### The Objective

- Target consumers that are in-market for local travel destinations
- Leverage video ads to build brand awareness to drive lower-funnel actions
- Reduce cost-per-acquisition (CPA) by targeting users throughout their journey

### The Solution

A national hotel chain was looking for ways to drive users to stay with them by expanding their digital marketing efforts outside of strategies that only utilized retargeting tactics. Their solution was to launch several campaigns broken out by geolocation that targeted every step of the marketing funnel. Focused on lowering their CPA and increasing their RoAS goal, they used top-of-funnel strategies such as video and audio ads, with third-party data targeting, to build brand awareness with in-market consumers. These strategies tied with lower-funnel tactics, such as retargeting and household extension audiences, helped drive consumers to purchase.

The overall campaign achieved an 82% video and audio completion rate, which was 22% higher than their target goal. More importantly, return on ad spend (RoAS) tripled in 1.5 months, and across campaigns, their overall cost-per-acquisition lowered from \$60 to \$13, a 78% decrease.

### Key Results

**3X RoAS**  
in 1.5 months

**78%**  
CPA decrease

**82%**  
video & audio  
completion rate