

P R E M I U M

Case Study: Behavioral,
Geographic and Retargeting

Major Theme Park

Situation A major southern California theme park is highly successful due to its family entertainment options and effective brand recognition campaigns. Seeking to increase park attendance and revenue, the company initiated an interactive campaign to increase online ticket and vacation package sales via its website.

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Campaign Objectives

- Identify and message in-market travel shoppers
- Drive online ticket and vacation package sales

Measurement

- Achieve a Cost Per Sale (CPS) less than or equal to \$125

Implementation

- Leaderboard, medium rectangle and sky-scraper display ad units
- Behaviorally target the following categories:
 - Online shoppers
 - Travel shoppers
- Geographically target users across Specific Media's Premium Network in the following regions:
 - California, Arizona, Texas, Utah, Oregon and Washington
- Retarget all users who visited the site during the campaign

Summary

The net results of this campaign were extremely successful. Specific Media utilized its precise behavioral and geographic targeting technologies to minimize wasted impressions by ensuring that ads were served

only to consumers in specified geographic areas whose online behaviors indicated a high likelihood of purchasing. The campaign delivered 2,131 sales to this client at an overall CPS of \$93.85, surpassing the company's goal by falling 25% below the target CPS. Midway through the campaign, Specific Media implemented retargeting technology as a third layer of targeting. Retargeting technology maximized ROI by retargeting interested consumers and further lowering the overall CPS.

Results

Behavioral, Geographic and Retargeting Campaign Results

Sales	2,131
Cost Per Sale (CPS)	\$ 93.85
Click Through Rate (CTR)	0.64%