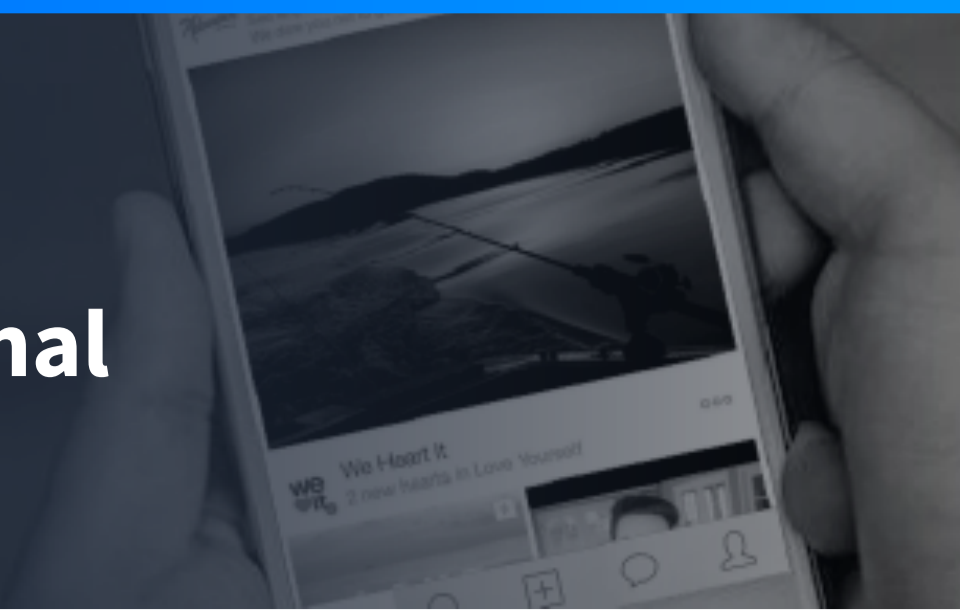


Adirondack Regional Tourism Council



Driving Tourism Through Highly-Targeted Native Advertising



0.62%
CTR



1 Min 56 Sec
Average time on site



We saw great click-through rates and overall engagement when our ads were delivered alongside contextually relevant content.”

— **Brandon Mallory**

Senior Digital Strategist, Yourworkshop

The Agency



In 2015, ARTC partnered with Yourworkshop, a top-tier integrated marketing agency, to build a community of brand advocates and leverage ARTC’s content to further engage potential travelers.

The Client



As the official tourism resource for New York’s Adirondack Region, the Adirondack Regional Tourism Council (ARTC) was charged with driving visitation to the region through dynamic integrated marketing and public relations strategies.

Goal

ARTC’s primary goal was to build brand awareness and consideration through engaging, high-quality content. The team was focused on reaching potential travelers with dynamic and inspiring messages about the Adirondack travel experience.

Execution

In order to meet ARTC’s objectives, a two-pronged approach was taken:

The team at Yourworkshop was drawn to StackAdapt’s transparent reporting, hands on account management, dedicated customer support, and attention-based optimization capabilities. Additionally, being able to target audiences based on their interests in tourism, travel intent, geographical location, and contextual relevancy allowed for an organic integration of ARTC’s content into the user experience.

- 1** Stage 1: Maximize the number of people exposed to ARTC’s content and collect audience insight data.
- 2** Stage 2: To engage users with content. To achieve this, the team implemented a CPM bidding strategy while optimizing towards CPE (cost per engagement). By setting CPE as the campaign goal, ARTC was able to maximize meaningful interactions with their content and time spent on site by relevant readers, while minimizing accidental clicks or bounces.



Brandon Mallory
Senior Digital Strategist

“ In my opinion, StackAdapt is the best and blows everyone else away. I’ve been extremely happy since the beginning. My clients are happy. We’re getting organic views to the native campaigns we run.”

Results

ARTC achieved a CTR of 0.62 percent, a 10x increase over the average banner ad CTR of 0.06 percent. Also, time on site averaged 1 minute and 50 seconds, which is on par with editorial content.