



SPECTRUM  
MEDIA SERVICES

# TRAVEL & TOURISM CASE STUDIES

- Hotel
- State Tourism

# HOTEL CASE STUDY

## USING RELEVANT VIDEOS TO INCREASE AWARENESS OF MAJOR HOTEL CHAIN



### OBJECTIVE

An all-suite hotel chain wanted to increase awareness & consideration of its brand using 30-second videos.

### STRATEGY

1. We created custom Content Targets™ around New Moms, Veteran Moms, Discount Shopping Trends, & Luxury Shopping Trends to find relevant pages & videos across desktop & mobile.
2. Using our proprietary platform, we identified relevant content to reach qualified audiences & placed the brand's message at the right moments.
3. Our team optimized towards Content Targets™ that performed best for the brand's KPIs of viewability on desktop & video completion rate (VCR) on mobile.



### RESULTS

Using Spectrum's content consumption data & our team's weekly optimization techniques, we delivered a successful campaign. The *Discount Shopping Trends* Content Target™ performed best, achieving 73% video completion rate (VCR). Our average viewability remained 3.5% above the client's benchmark throughout the campaign. Based on our success, we received incremental dollars throughout the flight & continue to work with this satisfied client.

**73%**  
VCR ACHIEVED  
ON TOP PERFORMING  
CONTENT TARGET™

**3.5%**  
ABOVE CLIENT'S DESKTOP  
VIEWABILITY BENCHMARK  
ON AVERAGE

# STATE TOURISM CASE STUDY

## PROMOTING STATE TOURISM USING RELEVANT CONTENT



### OBJECTIVE

Midwestern state tourism program wanted to promote and increase visibility of their popular destinations among travelers within ten specific driving-distance states.

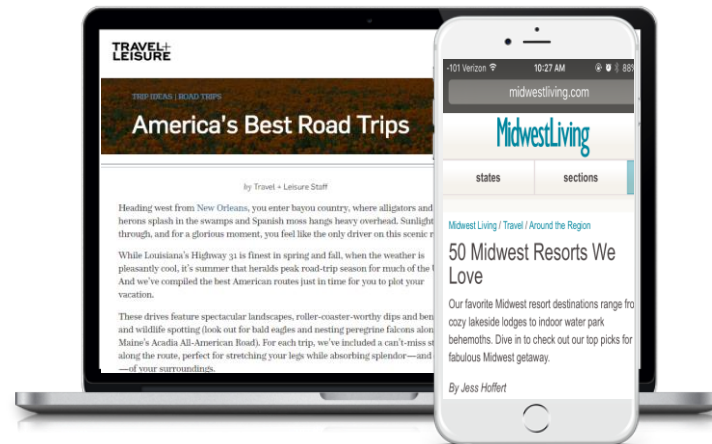
### STRATEGY

Beginning with relevant articles, our proprietary platform found similar pages and sites to engage people on their trip decision-making journey.

We created custom Content Targets™ about travel, sightseeing, and road trips around the particular region; connecting the tourism message with regional travel planners at the right moment. Our platform was able to distinguish between content about designing dream vacations and families looking for a weekend adventure.

### RESULTS

Achieved an average 0.12% CTR, with mobile placements performing best, at 0.20% CTR, effectively boosting awareness of destinations in the client's state.



**0.12%**  
AVERAGE CTR DELIVERED

**0.20%**  
MOBILE CTR DELIVERED