



Case Study Corner

Travel Category

Brand success stories highlighted through
real-world multiscreen TV case studies

6 Travel category 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects*

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act***

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



Full-Funnel Outcomes Awareness + Action

Multiscreen TV campaigns that **expand reach** and drive **brand recall** while also increasing the likelihood that the intended audience will be **motivated to act***

Sampling of full-funnel outcomes:

- ▶ Reach → Brand Recall → Conversion Rates → Sales → Optimizations → Cost Efficiencies

*based on campaign KPIs

Upper Funnel Case Studies



How Multiscreen TV drives Awareness

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



Tune-In promo :30's + long-form TV show results in **greater brand exposure** and communication of brand attributes

Challenge

- ▶ Increase brand awareness for the travel destination, at scale, within budget
- ▶ Communicate all brand attributes for the travel destination
- ▶ Drive conversion to travel destination's website

Solution

- ▶ Produced Half-Hour Long Form Brand Engagement show to fully communicate all brand attributes.
- ▶ Produce :30 tune-in promo spots that drives brand awareness and drives viewership to the Long Form Brand Engagement show.

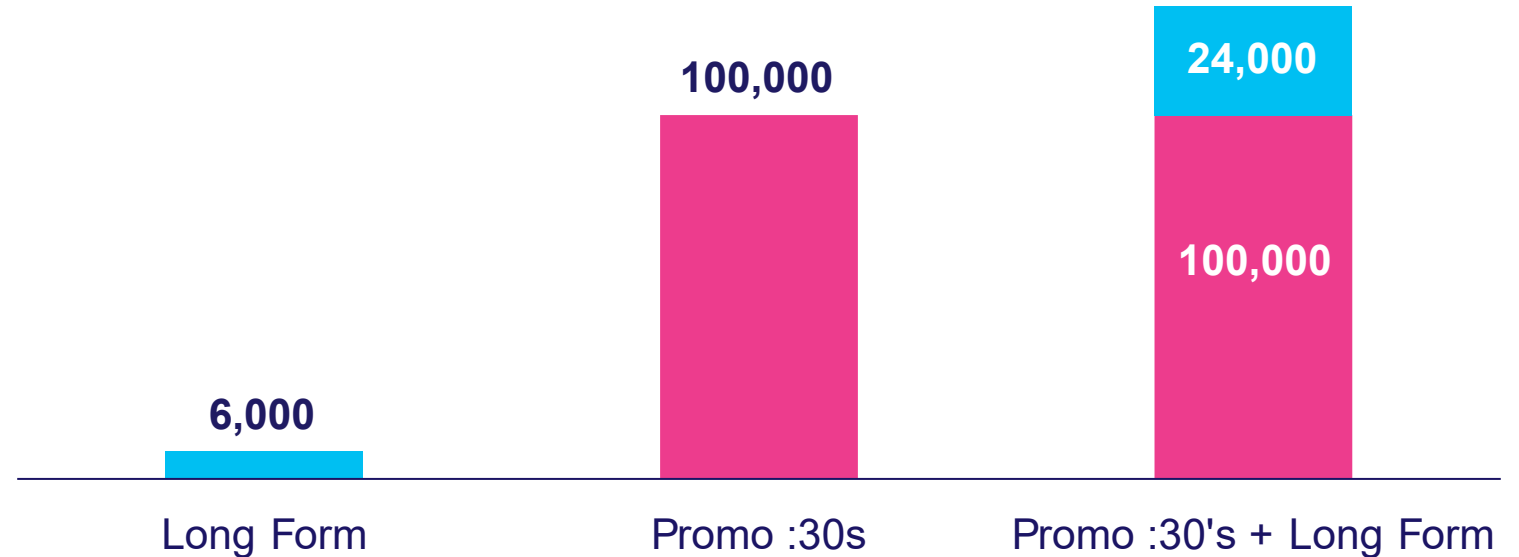
Results

- ▶ Tune-In 30's + Long Form TV Show results in the greatest brand exposure and communication of all brand attributes
- ▶ **4x lift** by having a media mix of Promo :30's + Long Form TV Show over airing just the Long Form

Viewing Source / Media Type

- ▶ Linear, FAST, VOD

Ad Impressions



Source: Leap Media Group, Travel Case Study.



Mid-To-Lower Funnel Case Studies



How Multiscreen TV drives Action

Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, sign-up for a subscription, make a booking, etc.)

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)

Category:

Travel



NGLMitú enabled a targeted campaign across online video and CTV to boost **awareness** and **consideration** for a travel brand

Challenge

- ▶ A vacation rental brand sought to show their target audience their travel possibilities through categories and, in doing so, increase its relevance and encourage people to book with Airbnb.

Solution

- ▶ NGLMitú leveraged media placements, such as OLV and CTV to raise brand awareness around the brand's new 'Categories' offer and strengthen brand consideration during Q1 and Q2 2023

Target Segment

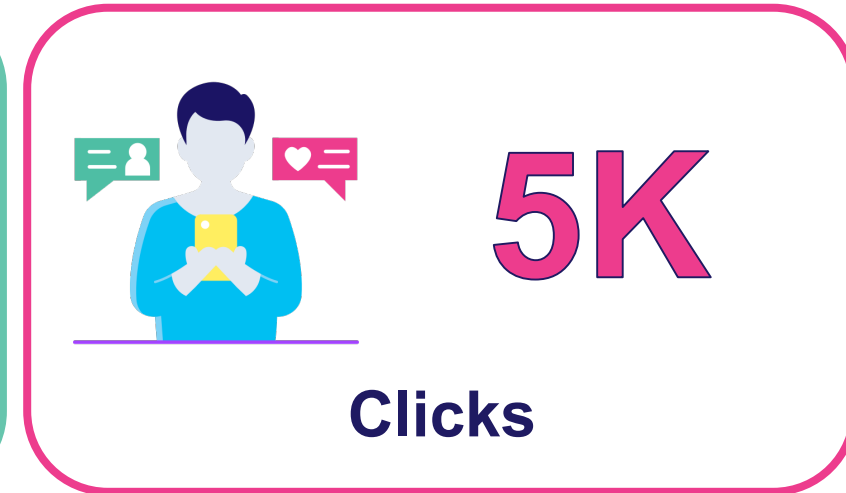
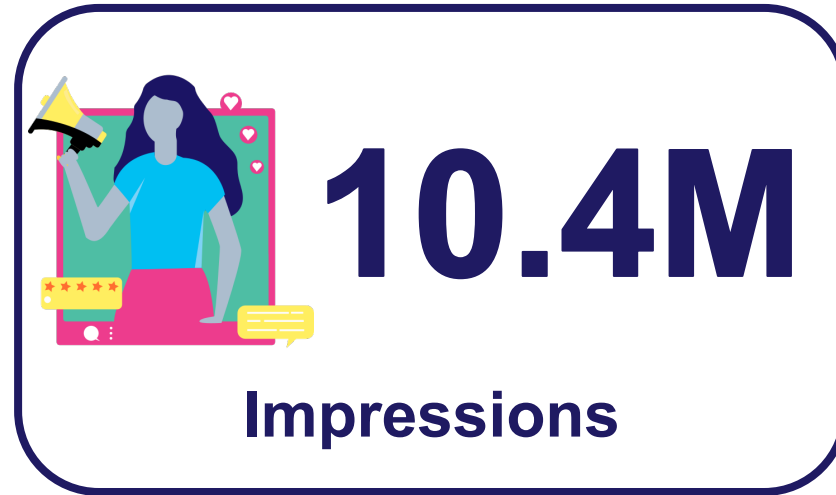
- ▶ Hispanics ages 18-54

Results

- ▶ The campaign resulted in a high VCR performance of **92%** VCR and delivered over **10M** views

Company / Platform

- ▶ NGLMitú / Online video, CTV



Source: NGLMitú, Travel Case Study. 2/1/23 - 6/30/23.

nglmitú



A luxury resort brand increased their **website traffic** through addressable VOD

Challenge

- ▶ A leading luxury resort group sought to increase traffic to their website

Solution

- ▶ Using NBCU's AdSmart audience targeting solution, the brand ran an addressable TV campaign across the NBCU VOD portfolio to reach their custom 'traveler' target. Data Plus Math was utilized to measure the impact of the campaign on driving traffic to the advertiser's website.

Target Segment

- ▶ Custom Mastercard 'Luxury Hotel & Resort Travelers'

Results

- ▶ By implementing a targeted addressable TV campaign, the brand saw a **double-digit lift** in overall website visitations

Company / Platform

- ▶ NBCU's AdSmart solution / Addressable TV
 - ▶ (VOD: NBCU set-top box VOD, NBCU CTV O&O apps, NBCU on Hulu)

AdSmart drove double-digit site visitation lift



+24% lift in visitation to the advertiser's website



+35% lift in unique visitors to the advertiser's website

AdSmart drove double-digit page visitation lift across the site

+50% lift in visitation to the advertiser's homepage

+56% lift in visitation to property search pages

+27% lift in visitation to resort booking pages

+42% lift in visitation to special offers pages

+34% lift in visitation to resort + flight booking pages

+19% lift in visitation to resort-only booking pages

Source: NBCU, AdSmart + Luxury Resort Case Study.

NBCUniversal



The LVCVA leveraged a cross-screen campaign strategy to drive **search** and **store visits** beyond their benchmarks

Challenge

▶ The Las Vegas Convention and Visitors Authority and its agency, R&R Partners, needed to understand how their ad campaigns were influencing people’s attitudes, opinions and, more importantly, affecting behaviors.

Measurement Solution

▶ To evaluate the performance of LVCVA’s digital campaigns spanning CTV/OTT, online video and display, both DISQO Brand Lift and DISQO Outcomes Lift were applied to samples of DISQO’s 100% opt-in audience to uncover insights into consumer attitudes and digital behaviors.

Target Audience

▶ Travel Intenders (exposed audiences were compared to mirror-matched control groups with the same attributes and shopping behaviors)

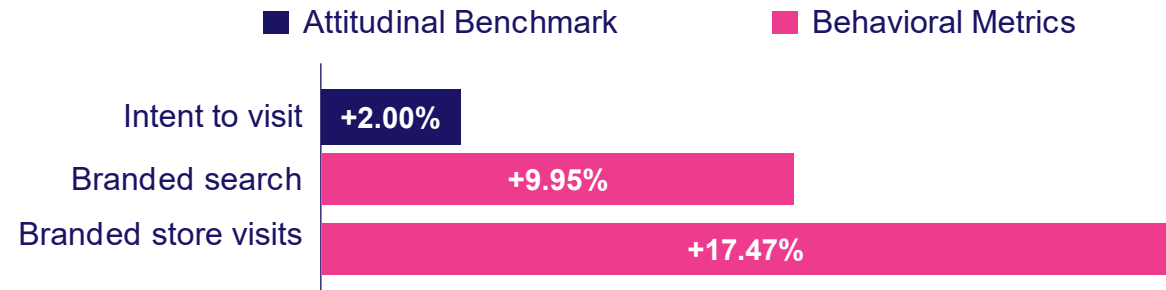
Results

- ▶ The campaign drove:
 - ▶ **2.98% lift** in broad searches such as “what’s open in Vegas right now” or “fun things to do in Vegas,” outperforming the industry benchmark of 1.86;
 - ▶ **9.75% lift** in lower-funnel “branded” searches aligned with Las Vegas-specific hotels, attractions, dining and shows
 - ▶ **17.47% lift** in branded site visits.

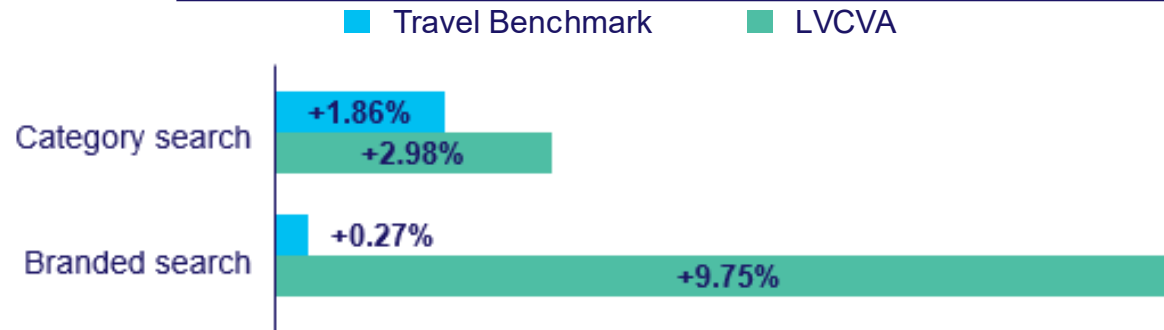
Viewing Source / Media Type

▶ Digital campaigns spanning CTV/OTT, online video and display

LVCVA Campaign Results – Brand Lift (Attitudinal) vs. Outcomes Lift (Behavioral)



LVCVA Campaign Lift Results vs. DISQO’s Normative Benchmarks



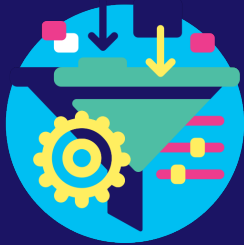
35x Above the travel industry DISQO benchmark for driving branded search

[Download the full Case Study](#)

Source: Disqo, *Disqo Leveraged Audience Insights to Lift Outcomes for a Hotel Brand*, 2023.



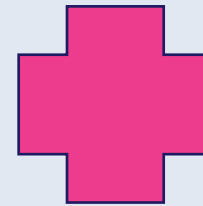
How Multiscreen TV drives Full-Funnel Outcomes



Case Studies

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects



Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., visit a website, download an app, sign-up for a subscription, make a purchase, etc.)





A hotel brand used an optimized TV campaign to increase their unique reach, conversion rates and cost efficiencies

Challenge

- ▶ Choice Hotels wanted to increase their bookings by targeting and reaching frequent business travelers before their next trip

Solution

- ▶ Choice partnered with Simulmedia to develop an optimized data-driven linear TV campaign that maximized the target audience reach, then Simulmedia's viewing panel was matched with Choice's loyalty card data to determine the campaign's impact

Target Segment

- ▶ Frequent business travelers supplemented with Choice's 1st party CRM data

Results

- ▶ The data-driven linear TV campaign drove positive impact across the funnel – increased unique reach, higher conversions and greater cost efficiencies

Company / Platform

- ▶ Simulmedia / Data-driven linear



11.5%

Unique Reach Extension
(with just 18% of the budget)



59.4%

Higher Conversion Rate
by Exposed Viewers



66.7%

Lower Cost
per Reach



37.7%

Lower Cost per
Incremental Purchaser

Source: Simulmedia, Case Study: *Choice Hotels Gives Bookings A Boost.*

SIMULMEDIA®



NGLMitú leveraged targeted media placements across their social platforms to **drive** amusement park **visitation**

Challenge

- ▶ An amusement park sought to create buzz around a limited-time 'Plaza de la Familia' celebration and help drive visitation among travel-ready Hispanic families during the seasonal activation.

Solution

- ▶ A campaign consisting of targeted media placements as well as emotionally engaging and culturally-relevant custom social content

Target Segment

- ▶ Travel-ready Hispanic families

Results

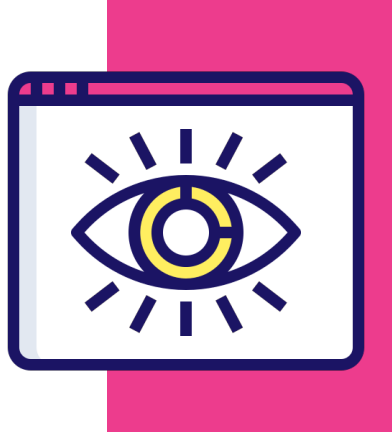
- ▶ The campaign successfully amplified the resort campaign messaging across the NGLMitú media platform, delivering 101% of goal for media placements, and across the mitú social platforms, delivering 116% of goal for social placements
- ▶ NGLMitú's social placements overall exceeded their CTR and ER benchmarks

Company / Platform

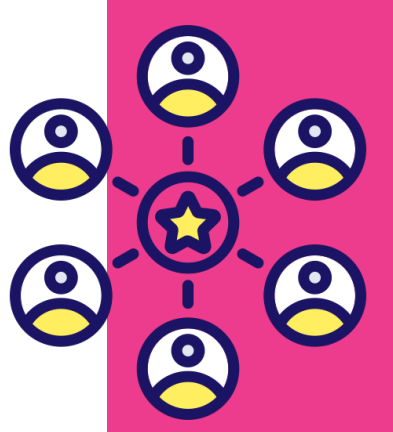
- ▶ NGLMitú Media Platform / Social video, Online video

101%
delivered of goal for
media placements

116%
delivered of goal for
social placements



7.75M+
Impressions



916K+
Views



883K+
Complete
Views

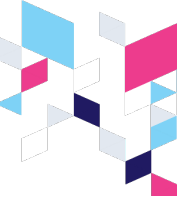


27.1K+
Clicks

Source: NGLMitú, Travel Case Study. August – September 2023.



Want more? VAB has a wealth of case studies across additional categories



Business-to-Business (B2B)



Consumer Packaged Goods (CPG)



Entertainment & Tune-In



Financial Services & Insurance



Health, Wellness & Beauty



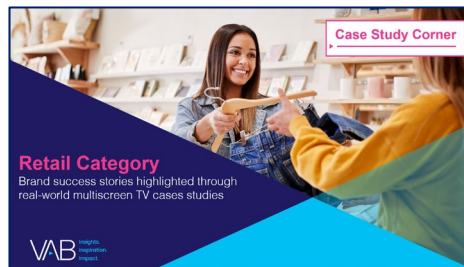
Home



Pharmaceuticals



Restaurants



Retail



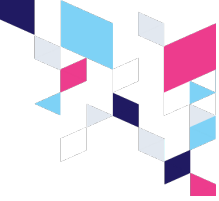
Technology



Travel

Access more case studies at www.thevab.com

Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



How can a convergent TV strategy drive business results for my brand?



Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

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About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

