

CASE STUDY

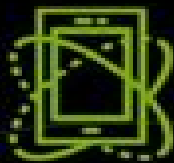
Regional Tourism

Overview

A Convention and Visitor's Bureau needed help with increasing tourism for sporting events, hiking and a historical museum. A grant had been won to provide funding, and this grant prohibited advertisements within a 100 mile radius, instead requiring reach beyond that within a reasonable drive radius. Research was completed by Amplified to determine which DMAs held the highest potential for family travel, and campaigns were built to reach families interested in travel for their top 3 DMAs.

Advertising Solutions

- Social Media and YouTube advertising to engage with target audiences
- Targeted Display & Video reaching specific audience groups
- Paid Search to reach those interested specifically in museums and sporting events



SOCIAL MEDIA

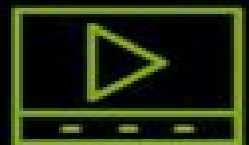
1.91% CTR

Benchmark: 0.89%

YOUTUBE TRUEVIEW

52% VVR

Benchmark: 29.6%



PROGRAMMATIC TARGETING

0.12% CTR

Benchmark: 0.06%

PAID SEARCH

14.27% CTR

Benchmark: 4.68%



Studies In Tourism

Richard Bailey



Studies In Tourism:

Adopting the Song of Appearance: An Mental Symphony within **Studies In Tourism**

In a global used by displays and the ceaseless chatter of fast communication, the melodic elegance and mental symphony developed by the published word frequently fade in to the back ground, eclipsed by the persistent sound and interruptions that permeate our lives. However, set within the pages of **Studies In Tourism** a wonderful literary value full of fresh thoughts, lies an immersive symphony waiting to be embraced. Constructed by an elegant musician of language, this interesting masterpiece conducts visitors on a psychological trip, skillfully unraveling the concealed melodies and profound impact resonating within each cautiously crafted phrase. Within the depths with this touching assessment, we can investigate the book is central harmonies, analyze its enthralling writing model, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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