

Quantcast Case Study

Travel AMER 2017/2018



Visit Savannah engages guests with southern hospitality and boosts bookings



Company Overview

Visit Savannah is a destination marketing organization that provides a complete guide on what to do, where to stay, and where to eat in Savannah, Georgia.

“Visit Savannah faces the same problem many DMOs face when trying to drive incremental bookings during need periods: we don’t have access to the right data to know who to target. Quantcast was able to mitigate this problem with their unique approach and generate \$1.6 million in revenue on an \$80k spend! This was by far the most impressive programmatic campaign we’d ever run, and they’re now an integral part of our overall strategy.”



ZEEK COLEMAN

INTERACTIVE MARKETING MANAGER, SAVANNAH AREA CHAMBER OF COMMERCE

CHALLENGE

Visit Savannah, the destination marketing organization (DMO) for the Savannah area, set out to sustain and boost local economic growth by increasing leisure and business travel to the area. Their key objectives were:

1. Identifying and reaching specific audiences with relevant data, at the right time and in the right channels as users consume content
2. Driving site actions and hotel and flight bookings, with confirmation that these visitors reached their destination.

Previous focus on direct response solutions was not driving awareness and purchase intent with new visitors, so they looked to engage with consumers higher in the funnel, before they had settled on a vacation destination.

RESULTS

Proof of Quantcast’s impact was further validated by Adara, with Quantcast exceeding all historical client benchmarks. As the only partner on plan, Quantcast drove:

- 1,900 flights bookings for 3,000 air passengers (not including additional passengers who booked with Allegiant Airlines)
- 4,400 rooms booked
- 13,000+ room nights booked, February-August
- \$181 average daily rate (ADR)

SOLUTION

Partnering with Quantcast, Visit Savannah leveraged ‘data partner audiences’ to reach audiences in-market for mid, upscale, or luxury accommodations and domestic air travel based on frequent purchase data and purchase predictors. ‘Data partner audiences’ utilizes data from Quantcast’s partnerships to tap into a specific audience with scale. In this case, Mastercard’s deterministic hotel and domestic air travel spending audience data was the base for engagement. Quantcast’s AI-driven, behavioral graph was then applied to find individuals before they were in-market for a trip, driving an increase in year-over-year bookings and revenue per available room. This was supplemented by Quantcast’s partnership with Adara to validate lower funnel KPIs, including room and flight bookings.

HIGHLIGHTS



\$185+

revenue per unique traveler reached



2033%

return on ad spend (ROAS)



1.6M

revenue driven during initial test