MANGIA'S attracts site and resort visitors with CTV and display ads

Challenge

MANGIA'S sought to boost awareness and consideration of their stunning resorts along the Mediterranean coast with the ultimate goal of increasing site visits and direct bookings. They wanted a partner capable of accurately reaching a precise audience with a multi-channel connected TV (CTV), desktop, tablet, and mobile approach, using technology that leverages AI and machine learning for targeting and optimization.

Solution

MANGIA'S recognized CTV as the ideal medium to showcase the guest experience of "the authentic Italiana vacanza." With Quantcast's unique real-time data paired with simple multi-channel activation, they were able to connect with untapped audiences that no longer consume traditional TV, matching the precise profile of their ideal millennial and Gen X traveler. MANGIA'S followed up the big screen advertising with a video and display strategy to reinforce brand recognition. Finally, they activated a retargeting campaign to bring prospective travelers to their site.

Quantcast

Results

MANGIA'S "Live a Love Like Italy" campaign was a resounding success, attracting new audiences to visit their site as well as their resort. They achieved a 168% increase in site visits and a 37% increase in bookings.

Key results

168%
Increase in site visits

37%
Increase in booking

"Quantcast was fundamental to our awareness and consideration strategy. Their real-time first-party data and measurement tools allowed us to reach our target and brought positive results in terms of new bookings."

Gaetano Scancarello
Marketing Manager
MANGIA'S

Quantcast