

Industry: Travel



# Visit North Carolina reaches tourists at the start of their customer journey

## Challenge

Visit North Carolina wanted to promote interest in local attractions for both in-state and out-of-state audiences. To track success, they measured the cost of site arrivals (CPA) and arrivals per thousand (APM), as validated by third-party measurement vendor Arrivalist.

Quantcast

## Solution

To reach their desired audience at scale, Visit North Carolina employed Quantcast's 'prospecting audience' tool. Based on key travel intent indicators, including website engagement on restaurant and local attraction pages, they discovered prospective customers and reached them at the start of their journey.

## Results

The behavioral insights of Quantcast's live audience platform provided Visit NC with a unique understanding of each travel persona. Not only were they able to identify and segment their tourism audiences based on activity interest, but they could apply these learnings to reach potential visitors across the United States and drive new tourism to North Carolina.

As the top-performing partner for Visit NC, Quantcast drove a 35% lower CPA, 11.5x more arrivals per thousand, and a 37% lower bounce rate with qualified traffic than the second-best-performing DSP on the plan.

### Key results

**35%** Lower CPA

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**11.5x** More arrivals per thousand (APM)

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“Quantcast’s numbers are remarkable. The volume of arrivals is incredible, and the cost of APM (arrivals per thousand) is almost unprecedented in any and all paid media I’ve ever seen. There is no noise in the Quantcast data. It’s just really well-executed media.”

Carolyn Hulbert  
Associate Media Director  
Visit North Carolina