

A Luxury Ski Resorts to Video Advertising and Drives Performance

Case Study

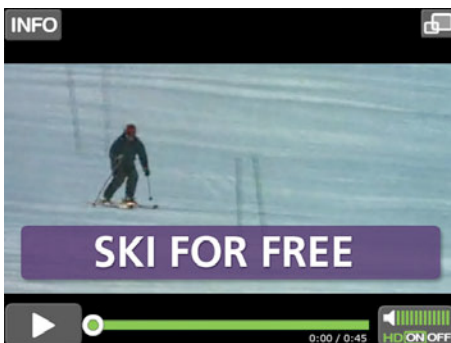
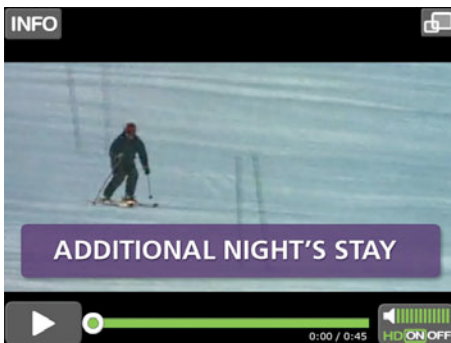


Objective

- Drive awareness in a crowded field of other world-class Colorado ski resorts and create a VideoAd that gets viewers to engage.
- Determine how to optimize the campaign.

Strategy

Use special offers and information about the resort's "perfect" ski conditions to entice avid skiers to learn more about and book time at the resort.



By comparing the performance of VideoAd versions, advertisers develop an understanding of what works.

Luxury Ski Resort in Colorado

Colorado is a skier's paradise. Hundreds of world-class resorts compete for skiing customers. The resort decided to use online video advertising to distinguish itself from the pack by driving awareness of a terrific free-night's-stay promotion running on its website.

Methodology

The resort created two versions of the same VideoAd. Both versions promoted the same special offer—a free night's stay with a two-night purchase—but used different promotional language. In version A, the overlay read "additional night's stay." In version B, the overlay read "ski for free." The two versions rotated randomly in the same Player, which made it easy to compare their performance.

To acquaint viewers with its exceptional skiing conditions, the resort added a clickable overlay to the VideoAd that directed viewers to an online ski conditions report. This report provides up-to-date mountain conditions as well as current 'groom' status for the more than 70 beginner, intermediate, and expert runs.

Results

VideoAds make display ad units **high impact** and offer so much more than regular display ads. VideoAds engage potential customers – letting them interact with your brand, drive direct response, and build brand exposure (without forcing viewers to leave the page). The clicks they do generate are more qualified ones. Regular display ads only offer clicks away from the page and, consequently, disrupt the viewer experience.

- Both VideoAd versions performed well but the engagement rate (ER) for version B was 76 percent higher than the ER for version A. At 0.60 percent, the version B ER was 6 times better than the clickthrough rates delivered by typical display ads. By comparing the performance of the two VideoAd versions, the resort learned what language to use to optimize future promotions.
- Viewers were highly engaged. They watched, on average, more than 70 percent of the VideoAd. More than 54 percent watched the VideoAd all the way to completion.
- This VideoAd campaign delivered a \$3/engagement ROI. Typical ROI for display ads is \$10/click.