

# A High-Impact VideoAd Postcard from Sonoma

## Case Study



### Sonoma Country Tourism

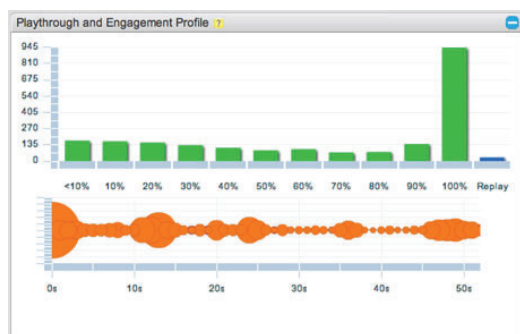
They say that Sonoma County, in Northern California, is “a little piece of Provence” with beautiful vistas and amazing culinary delights. To make that notion come to life, Sonoma Country used online video advertising to convey the essence of the area.

#### Objective

- Increase awareness of the fabulous food and wine of Sonoma.
- Feature several famous Sonoma chefs.
- Publicize the Sonoma Country Sweepstakes.

#### Strategy

Leverage an existing television commercial to promote a sweepstakes contest online to increase tourism in the Sonoma County area.



As the green bars demonstrate, viewers were highly engaged with the VideoAd. Forty-three percent watched the VideoAd to completion. The orange circle represents, visually, the high level of activity that occurred throughout the VideoAd.

*“We were super pleased with the results. We saw a huge spike in traffic to the Sonoma Country website, a deluge of sweepstakes entries, and tons of activities bookings!”*

**Sonoma Country Tourism  
Representative**

#### Methodology

- Repurposed an existing television commercial promoting the great chefs of Sonoma (many of whom are also well-known Food Channel celebrities) into a VideoAd.
- Added Interactive overlays promoting a “Getaway to Sonoma” sweepstakes contest.
- Over the course of the promotion, as the sweepstakes deadline loomed, changed the overlay messaging to increase a sense of urgency (for example, “Last week to enter!”).

#### 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.

- The VideoAd achieved an overall engagement rate (ER) of 1.65 percent. This impressive ER is 16X better than the clickthrough rate (CTR) of typical display ads.
- In less than 3 weeks, the VideoAd generated more than 1100 clicks, for a CTR of 0.53 percent.
- Viewers were highly engaged. They watched, on average, more than 67 percent of the VideoAd. Forty-three percent of viewers watched the VideoAd all the way to completion.
- During the promotional period, viewers watched a total of 1200 minutes of the VideoAd.
- This VideoAd campaign delivered a \$1/engagement ROI. For this client and publisher, the ROI for a display ad is \$4/click.