

Tourism Website Targets Travelers With Pre-Roll Video From Above The Fold

Overview

A local travel and tourism website for a popular vacation destination wanted to use programmatic video to drive awareness among its target audience in key locations around the United States. It enlisted the help of Above The Folds programmatic platform and used a variety of pre-roll video tactics to drive up the CTR and maximize performance.

Solution

The Above The Fold team developed a comprehensive strategy of Search Retargeting at the keyword level, Category Contextual targeting, and mobile geo-optimization. Each tactic was supported by :30 and :60 second video creatives. After launch, Above The Fold and our multivariate algorithms worked to enhance the campaign on a regular basis by optimizing keywords, adding category contextual elements, adjusting frequency capping, and blocklisting underperforming domains, all to drive up the video completion rate (VCR) and CTR.

Results

Through multiple tactics and optimizations, the three-month campaign achieved an average VCR of more than 60% and a CTR of 0.24%.

— Results —

60% VCR
Campaign Result

0.24% CTR
Campaign Result

Category
Travel & Tourism