



## OUTPERFORMED ROAS, CPC AND VCR GOALS FOR A THEME PARK & RESORT COMPLEX



### Client's Goals & Objectives

Since 2011, a theme park and entertainment resort complex has partnered with Dstillery for custom audience creation and campaign management. Their goal was to engage with new users across the country at each stage of the funnel, driving brand awareness, ticket sales and overnight bookings.

### Dstillery's Strategy and Solution

To help the client achieve their business goals, Dstillery activated both Custom and Pre-Built Audiences designed to prospect new travelers. For the upper funnel campaigns, competitive conquering using the *Theme Parks* Location Audience, coupled with Behavioral Audiences like *Theme Park Researchers* and *Family Adventure Travelers*, helped raise awareness for the park among in-market consumers. Custom AI, the strongest-performing audience for lower funnel goals, was the sole tactic used for the direct response campaign.

### Direct Response Performance

The benchmark used to measure online ticket sales, resort bookings and vacation packages was a \$30.00 ROAS. **Dstillery achieved a \$54.00 ROAS, 80% above goal.**

### Awareness Performance

A \$2.00 CPC was the benchmark for success when driving new prospects to the site. **Dstillery achieved a \$1.62 CPC, beating the goal by 19%.**

### Video Performance

To drive awareness through video ads, the client measured success against a 70% VCR goal. **Dstillery achieved an 85% VCR, 21% above goal.**