



Kaernten Werbung - Destination Marketing 2018

Tourism | Partner | Austria | 2018 MAR - AUG



CAMPAIGN OBJECTIVES

Austria's federal state "Kaernten" with a tourism destination marketing campaign with particular focus on sports tourism and sport interested target audience.

Starting point for the objectives was how to **reach the right audience**.

Secondly, **create awareness** for Kaernten as a sports oriented and sports friendly destination.

Lastly, via the landing page **attracting** clients to Kaernten.

Beyond Location. Precise Audience

YOOSE



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OUR SOLUTIONS

The "Kaernten Werbung" campaign is a prime example for two core aspects of YOOSE Hyperlocal mobile advertising campaigns:

- 1) **how location defines audience**
- 2) **for a targeting and retargeting campaign**

Together with Kaernten Werbung and our Austrian Partner agency, we have developed a strategy to target the right sports focused audience, at the **right location**, at the **right time**.

And in a second step to **retarget** this homogenous, clearly defined audience in order to increase engagement and conversions.



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TARGETING PHASE

Location defines audience. Kaernten Werbung wanted to attract sport related audiences from the countries of Poland, Czechia and Hungary.

We went hyper local at **sports stores** in Budapest, Prague and Warsaw. Then, important **sports events** like the national marathons were on the list. As well as **sports related fairs and expositions** (E.g. Bike Expo for the three countries).

Of course, the targeting phase was already used to create awareness and promotion for Kaernten as a tourist destination. Highly attractive **standard** and **interstitial** banners were used.

Most importantly, we were able to **mark users** who interacted with the Banners and that were directed to the landing page for the 2nd phase, i.e. the **retargeting phase**.



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RETARGETING PHASE

During the retargeting phase display of updated **retargeting banners** to the audience collected during targeting phase.

Emphasize of timing, to reach the users during **family time**, i.e. focus on after work hours and weekends, maximizing engagement and conversion.



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RESULTS

Delivered over

400,000

views
targeting

Over

>75,300

unique users
tracked during
targeting

Delivered over

315,000

views
retargeting

**3 follow-up
campaigns**

with similar
concept only for
2018