

Winegrowers of Dry Creek Valley® Drives High-Quality Ticket Sales for Their Flagship Event with Sojern

Summary

The Winegrowers of Dry Creek Valley® has partnered with Sojern for over three years to drive more ticket sales to their annual Passport to Dry Creek Valley event. In 2018, they launched a multi-channel campaign that drove more high-quality ticket sales.

Solutions Used

Display, Native, Video

Results

Launched

a multi-channel marketing campaign that drove 183 ticket transactions

55%

View Through Rate (VTR) on YouTube, double the industry benchmark

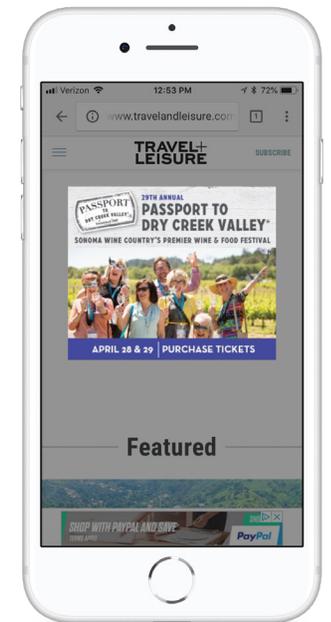
0.13%

Click Through Rate (CTR) with the native ad format

“ We love Sojern and how behavioral the targeting can get, it’s much better than buying random impressions—and a way better use of our dollars.



Natasha Van Leuven
Marketing & Events Manager



Display Ad Example on Mobile



About Dry Creek Valley

Dry Creek Valley is a premium winegrowing region in northern Sonoma County, California. The Winegrowers of Dry Creek Valley® is dedicated to advancing the recognition, preservation, and enhancement of Dry Creek Valley as a premium winegrowing region through promotion, protection, and educational activities.

Challenges

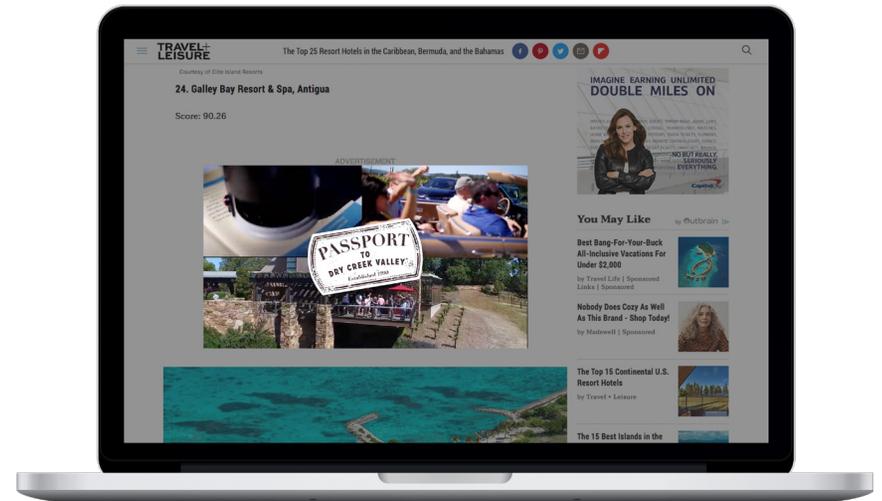
Every Spring, Winegrowers of Dry Creek Valley® throw its annual flagship event, Passport to Dry Creek Valley, a weekend that features over 40 of their wineries paired with local Sonoma County chefs for winemaker lunches, parties, and more. The team sought a full-funnel, multi-channel marketing solution to raise the profile of Passport, as well as drive ticket sales for the 2018 event. They turned to Sojern, who they'd partnered with since 2016, to achieve this.

Objectives

This 2018 campaign involved display and video assets, which were effective in previous years, as well as the native format. Sojern tapped into its billions of real-time search and booking signals to determine who would be most responsive to messaging from the Passport event. In this case, the target audience was users who had intent to travel to either the Bay Area, the Napa area, and/or the Healdsburg area. In addition to these audiences, Sojern also identified wine buffs, foodies, and those with slightly higher-than-average household income.

Results

During the 2018 campaign, Sojern delivered a comprehensive, multi-strategy approach that drove 183 ticket transactions for the Passport event. YouTube and native tactics drove upper-funnel awareness, with high engagement rates. Video achieved a 55% VTR, more than double the industry benchmark for the travel vertical. The native format experiment delivered an exceptional 0.13% CTR, meaning it was an effective tactic to drive people to the Passport website to learn more. "It's less about the amount of tickets we sell, and more so the quality of consumer we reach and attract to the event" says Natasha Van Leuven, Marketing & Events Manager. "And Sojern helps us reach those people."



Video Ad Example on Desktop

Looking to reach travelers for your next event? [Reach out to our team today.](#)