



Travel Tacoma + Pierce County Help Generate 4,500+ Hotel Room Night Confirmations with Sojern

Summary

Travel Tacoma + Pierce County partnered with Sojern in the summer of 2018 to promote their destination, drive visitors to their website, and encourage more people to visit Pierce County. Sojern delivered a 19:1 ROI through a strategy of Video and Display assets.

Results

19:1

Return on Investment (ROI)

4,552

hotel room night confirmations during the four month campaign

\$377,706

in total estimated traveler spend to Pierce County

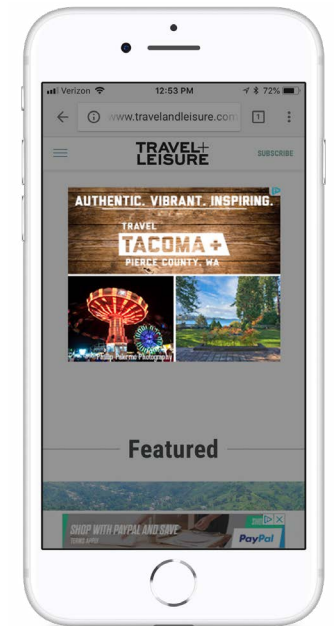
“ Our community stakeholders are very interested in leisure overnight metrics, and partnering with Sojern gave us that. With this campaign, Sojern made the story of Pierce County larger than any one city—it’s the story of the region, the county and our corner of the Northwest.



Jaime Vogt
Vice President, Marketing and Communications

Solutions Used

- Display, Video



Display Ad Example on Mobile

About Travel Tacoma + Pierce County

Travel Tacoma + Pierce County is the official destination marketing organization (DMO) for Pierce County, Washington. "It's always fun to be marketing for a lesser-known destination," explains Jaime Vogt, Vice President, Marketing and Communications, "I feel like I get to surprise people with the beauty and diversity that it offers."

Challenges

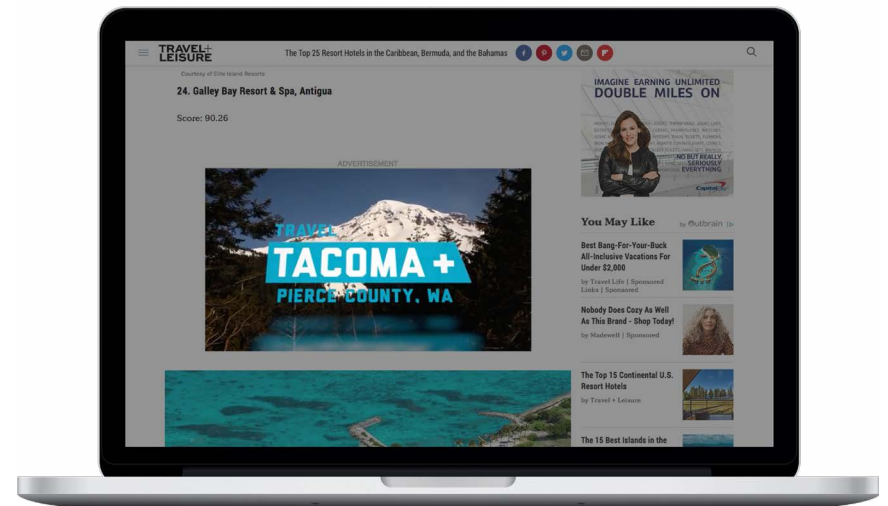
No matter how diverse or beautiful the destination, most DMOs are challenged with quantifying the impact of their marketing spend. "We're able to show clear results with our sports marketing and our convention sales," says Vogt, "but leisure has always been very challenging to track." The team looked to Sojern's expertise in data and programmatic in order to launch a campaign that delivered tangible results.

Objectives

In June 2018, Sojern and Travel Tacoma + Pierce County launched a programmatic campaign aimed at driving more qualified traffic to the DMO's website, getting more on-site engagement from visitors, and inspiring more travelers to consider Pierce County as a destination. The campaign used a multi-channel strategy of video, excellent for capturing attention, and display, ideal for keeping your brand top-of-mind as travelers surf the web. The campaign ran for four months.

Results

During the four month campaign, Sojern drove highly qualified traffic to the Travel Tacoma + Pierce County website, where they signed up for emails, downloaded visitor guides, and learned more about the destination. The campaign also inspired tens of thousands of flight and hotel searches to the region. Best of all, Sojern drove 3,174 travelers to Pierce County, including 4,552 overnight hotel confirmations.



Video Ad Example on Desktop

Looking to attract travelers to your destination? [Contact Sojern to see how we can help.](#)