

Blue Hawaiian Helicopters and Sojern Partner to Drive an 8X ROI While Scaling Spend

Summary

Blue Hawaiian Helicopters partnered with Sojern in May of 2019 to get their brand in front of travelers who were going on vacation to Hawaii. Sojern delivered above an 8:1 ROI through a strategy of online display advertising to help increase Blue Hawaiian's revenue, drive brand awareness and be top of mind when a traveler was looking to book a helicopter tour.

Results

8:1

ROI while scaling spend

Drove

new relevant traffic to the redesigned website

Discovered

a digital marketing partner that helped diversify spend outside of print and SEM

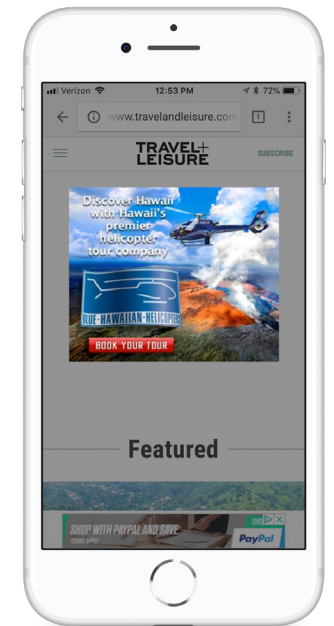
“ Our goal was to find a digital partner that could help us execute a fresh strategy and help us scale spend. The month of August was astronomical for us, we hit a 24X ROI, which sounds crazy, but it's true.



Kyu Yi
Director of Revenue Strategy

Solutions Used

Display



Display Ad Example on Mobile



About Blue Hawaiian Helicopters

Blue Hawaiian Helicopters is the only company offering tours from the sky on all four major Hawaiian islands. They have received numerous awards, including "Best Helicopter Tour Company in Hawaii" and are rated one of the best things to do in Hawaii; in operation for more than 34 years.

Challenges

Blue Hawaiian Helicopters was challenged with spending marketing dollars in a measurable way, while investing more online. A lot of their budget was going towards print ads and SEM on Google. Kyu Yi, Director of Revenue Strategy, was brought onboard to explore new options and help drive additional revenue. The company made a sizeable investment in a redesign of its website for the first time in a decade, so it was important to drive direct sales and showcase the new videos and website features.

Objectives

In May 2019, Sojern and Blue Hawaiian Helicopters launched an online advertising campaign aimed towards increasing brand awareness in the US, focusing on travelers vacationing in summer. The goal was to influence potential travelers to visit the newly launched website, gain exposure, and drive advance ticket purchases. The team was able to tap into Sojern's travel intent signals to reach those individuals and inspire them to book Blue Hawaiian's helicopter tours.

Results

The campaign met and exceeded the 8:1 ROI goal. In August, which is high season for Blue Hawaiian, the campaign saw a 24:1 ROI, all while scaling spend. "The ideal outcome was to see results close to what we've been seeing on our Google SEM and our Sojern campaign has met or beat those results since May," Yi said, "The campaign also saw a lot of conversions from the clicks, so we're getting a much more relevant customer."

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