

# Sojern and Marketing Greece Collaborate to Drive Awareness of Greece, Delivering Over 40K Searches

## Summary

Marketing Greece and Sojern partnered in April 2019 to deliver an awareness campaign to the French and UK markets. Over the course of the campaign, Sojern influenced over 40,000 searches and 3,300 bookings to Greece..

## Results

**Achieved**

a CPV 40% better than target

**40.3K**

searches to Greece over four months

**3.3K**

confirmed travellers

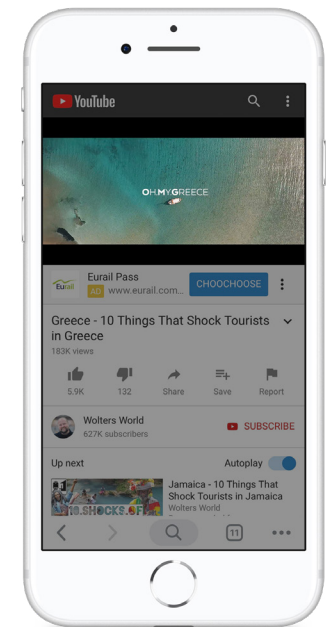
“ The search and booking data provided by Sojern is an important factor when we report the bigger picture to our stakeholders. The insights gained throughout the campaign will be useful when planning future initiatives.

MARKETING GREECE

Ioanna Dretta  
CEO

## Solutions Used

Video



Video Ad Example on Mobile

## About Marketing Greece

Marketing Greece is the private sector alliance for promoting Greek tourism. It is a non-profit organisation with the aim of raising the profile of the destination, encouraging travel to the country year-round, and increasing the expenditure per tourist.

## Challenges

The Oh My Greece Campaign was a joint venture project of high production standards, supported by collective fundraising. With an increased number of stakeholders, the challenge faced was how to best spend the marketing budget to ensure that all collaborators were satisfied with the campaign goals and outcomes. Sojern helped to leverage travellers' online behaviour to ensure the most effective strategy was implemented.

## Objectives

The campaign was split into two waves, each running for two months. The first wave targeted people in the UK and France who had shown interest in Greece and/or competitor destinations, whilst the second wave targeted people who were only looking at competitor destinations. With billions of travel intent signals Sojern found these travellers, showed them an engaging video to inspire them to explore Greece, and eventually book. The goal for the campaign was to achieve a cost per view (CPV) of 0.05 Euros.

## Results

Sojern delivered 40.3K searches and 3.3K confirmed travellers to Greece over the campaign, achieving a CPV 40% better than target. An interesting finding was that customers searching for competitor destinations were more receptive to the campaign. "The Sojern campaign was quite a success," stated Ioanna, "In addition to the strong results, were the in-depth daily insights that Sojern provided. If you're not in front of your customers at the right time, your competitors will be."

Looking to increase visitors to your country or destination? [Speak to Sojern.](#)