

Overland Ireland Partners with Sojern and Uses Video to Inspire Potential Customers

Summary

Overland Ireland sought a way to inspire travellers to book tours with them. Through adding video to their existing always-on marketing campaign with Sojern, they were able to reach people in a targeted manner, with their engaging video assets.

Solutions Used

Video

Results

70%

video completion rate (VCR), in line with industry benchmarks

10X

higher video click-through rate (CTR) than the industry average

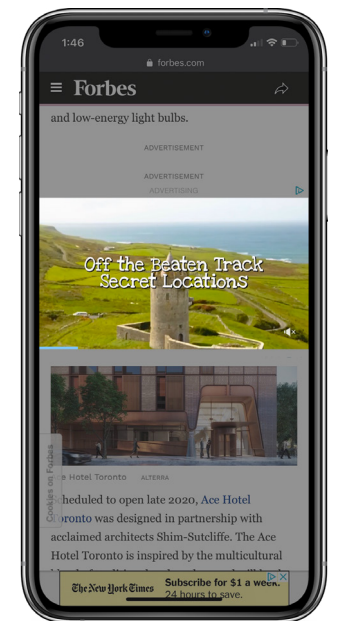
97,283

video views

“ We use video for creating name recognition and brand awareness. The number of people who clicked on the video was amazing. When paired with the other Sojern digital marketing activities, we had a full-funnel solution.



Reinier
CEO



Video Ad Example on Mobile

About Overland Ireland

Founded in 2014, Overland Ireland operates small group tours across the Emerald Isle, concentrated on offering memorable experiences to their guests. Each year, Overland Ireland welcomes hundreds of guests from all corners of the globe, and helps them discover and explore Ireland in ways they never could on their own.

Challenges

Video is primarily an upper-funnel marketing channel, used to build brand awareness. But unless you are reaching the right people at the right time, video can often be a 'spray and pray' approach—hoping the right people see your ad. The team at Overland Ireland wanted to reach online travellers with their inspiring video, in a smarter way.

Objectives

With access to millions of real-time search and booking intent signals, Sojern sees who is searching for or has already booked travel to Ireland, and who may be looking for things to do while they are there. Because of this, Sojern reaches an audience of people who will be receptive to the gorgeous videos from Overland Ireland. Inspired, travellers imagine what their own experience will be like, and it leads them to visit the Overland Ireland website to learn more.

Results

Sojern drove over 97K video views, and the video campaign achieved a click-through rate (CTR) 10 times higher than the industry average. When paired with Sojern's always-on digital marketing solution, it gave Overland Ireland a truly full-funnel marketing strategy. "We are really proud of our videos," says Reinier, CEO, "and with Sojern, we know we're reaching the right people with them." And while Overland Ireland had their own video assets, Sojern can support in the creation of videos for attractions that do not.

Looking to inspire travellers with your engaging videos? [Get in touch with our team.](#)