

# Zürich Tourism and Sojern Drive an 84% Quiz Completion Rate by Using Native Advertising

## Summary

Zürich Tourism partnered with Sojern in September 2018 to launch a creative campaign that promoted Zürich as a destination for food lovers. Using Native advertising, Sojern reached in-market travellers in a more engaging way, and drove thousands of would-be visitors to complete the quiz.

## Results

**2,319**

page lands in  
only one month

**CHF 8.64**

cost per acquisition (CPA)  
for landing page visits

**84%**

quiz completion rate

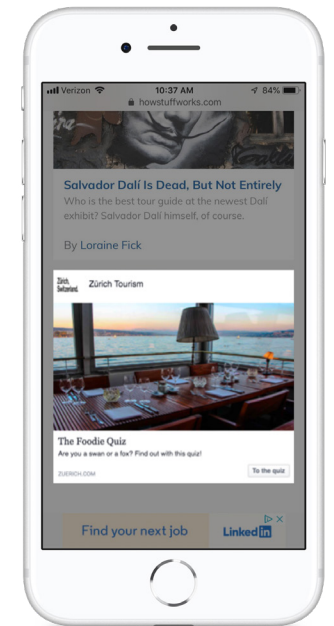
“ Sojern’s data allowed us to reach a more targeted subset of potential visitors, and the Native format allowed us to tell a story in a way that more traditional online advertising couldn’t. We are impressed with the results.

Welcome to  
Zürich,  
Switzerland.

Evelyne Kunz  
Online Marketing Manager

## Solutions Used

- Native



Native Ad Example on Mobile

## About Zürich Tourism

Zürich Tourism is in charge of the destination marketing of the Zürich region and employs professionals in the areas of Markets, Convention Bureau, Marketing, Tourist Information, and Finances as well as freelance tour guides.

## Challenges

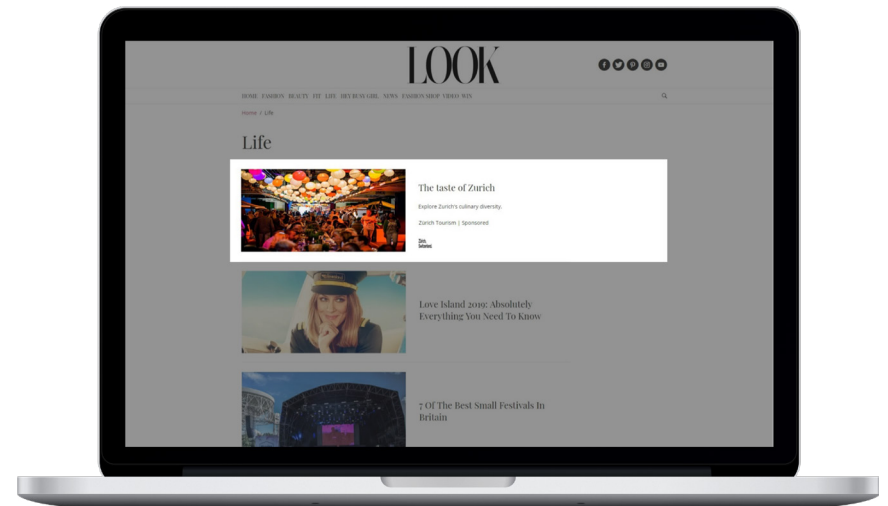
Zürich has a reputation for its natural beauty, and hundreds of art galleries and museums. Something it is perhaps less known for, is its culinary diversity. The team launched a creative food quiz on their website, the results of which showcase local restaurants that match with the preferences of the respondent. But, the team was challenged with an equally creative way to spread awareness of their quiz, and destination, as a result.

## Objectives

Zürich Tourism partnered with Sojern in September 2018 on a campaign to encourage foodies in Italy, the UK, and the DACH region to take their quiz, which ran in three languages. They used Native as a way to tell a more holistic story. Native's creative and copy integrates with the look and feel of the website on which it appears, so it is a less intrusive way of messaging. Zürich Tourism measured quiz page landings and the quiz completion rate, as a result of seeing the Sojern ad.

## Results

With billions of traveller search and booking intent signals, Sojern found the right audience for Zürich Tourism. Not only did Sojern locate people who were actively looking to travel to Zürich, or would potentially be interested in doing so, they also inspired them to take the quiz with the beautiful Native creative. During the month-long campaign, Sojern drove over 2,319 visits to the quiz landing page—and achieved an 84% quiz completion rate.



Native Ad Example on Desktop

Looking to kick-start your own Native efforts? [Contact Sojern to see how we can help.](#)