



Fairfax County, Virginia  
Connect with America



**Evolving Programmatic  
Buying  
For > 10X Tax Revenue  
Return On Ad Spend**





## Our Focus

**Drive incremental  
Fairfax County VA visitors**

**Increase direct spending through  
optimized audience segments**

**Improve tax revenues as a multiple  
of marketing investment**

**Above 7X**

# Step 1: NetSeer Evolved Their Technology

Contextual Relevancy  
+  
Best Audience Cloning  
+  
Remarketing  
+  
Competitive Overlay  
+  
Geo-targeting

# Step2: Evolved Creative



See DC and all the sights.  
Stay in Northern Virginia and save at night.

Connect with  
*memories that last forever*  
FLEXIBLE. FLEXIBLE. FLEXIBLE!

fxva Fairfax County, Virginia  
Connect with America

See the sights.  
*Save at night.*



fxva Fairfax County, Virginia  
Connect with America

Great Falls National Park

fxva  
Fairfax County, Virginia  
Connect with America

fxva Fairfax County, Virginia  
Connect with America

WATCH VIDEO FREE VISITORS GUIDE PHOTO GALLERY VISIT US

ONE DESTINATION COUNTLESS ADVENTURES.

DOWNLOAD OUR FREE VISITORS GUIDE >

fxva Fairfax County, Virginia  
Connect with America

WATCH VIDEO FREE VISITORS GUIDE PHOTO GALLERY VISIT US

fxva Fairfax County, Virginia  
Connect with America

WATCH VIDEO FREE VISITORS GUIDE PHOTO GALLERY VISIT US

NATURAL WONDER.

CLICK FOR FULL SCREEN

www.fxva.com fxva

VISIONARY VACATION | HANDS ON HISTORY | FAMILY FUN



# Step 3: Evolve Tracking



eBrains PRTB Display + Rich Media  
Spring 2015

Metric	Data	Tourism Industry Avg.
Impressions	7,503,801	
Engagements	987,109	
Engagement Rate	13.15%	7.98%
Follow On Actions	10,000	
Mouseovers <1 second	676,218	
<1 second rate	9.01%	5.76%
Mouseovers >1 second	294,476	
>1 second rate	3.92%	2.21%
Video Views	187,134	51,776
Video View Rate	2.49%	0.69%
Video Completes	41,678	20,659
Video Completion Rate	22.27%	39.90%
Photo Gallery Views	8,809	
Photo Gallery View Rate	0.12%	
Photo Gallery Completes	4,662	
Photo Gallery Completion Rate	52.92%	
Map Views	7,114	
Map View Rate	0.09%	
Website Visitors	7,072	
Website Visitor Rate	0.09%	0.10%
Time Spent (Total Hours)	1200:01:05	
Time Spent (Avg Seconds)	30.44	15.84



Brains



Fairfax County, Virginia  
Connect with America

**One Question Site Survey** ×  
IT TAKES ONLY SECONDS TO ANSWER BELOW

How likely are you to visit Fairfax County, Virginia in the next 12 months?

SELECT ONE ANSWER

Very Likely

Likely

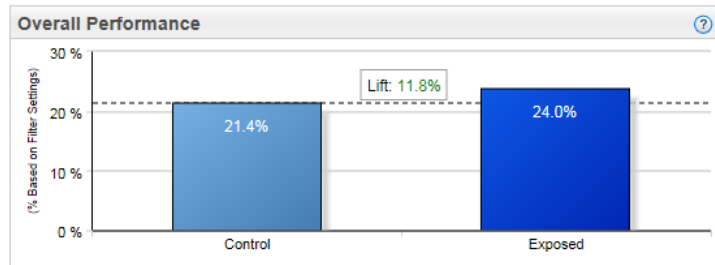
May or May Not

Unlikely

Very Unlikely

**VOTE TO SEE RESULTS**

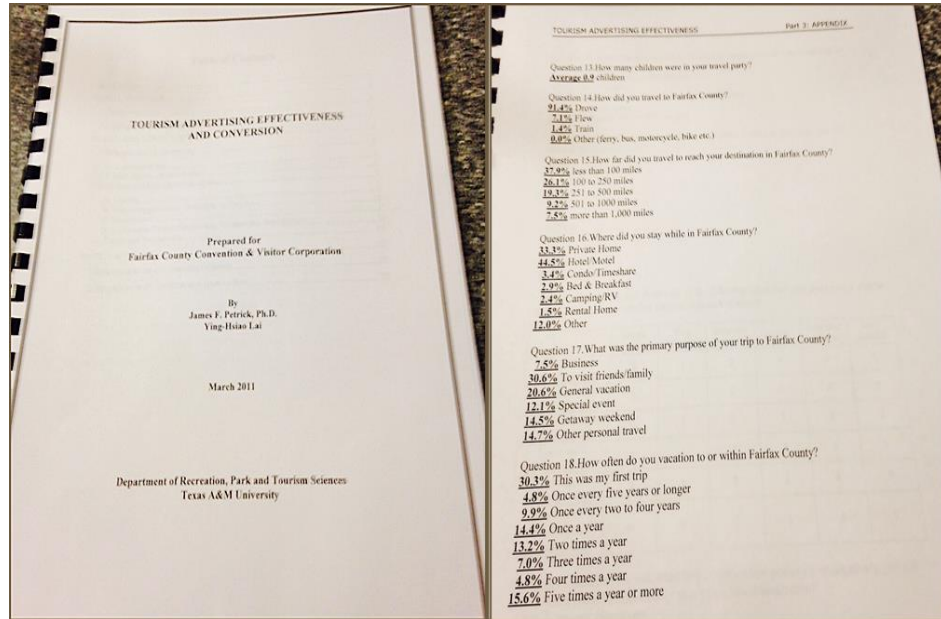
POWERED BY VIZU SAFE & ANONYMOUS



**Step 4: Measured  
Intent To Visit Along  
The Way**



# Step 5: Validated Performance With Third Party Conversion Study





## Step 6: Celebrate Results

Today  
(118:1 Visitor Spending)  
(15:1 Tax Revenues)