

TRAVELZOO

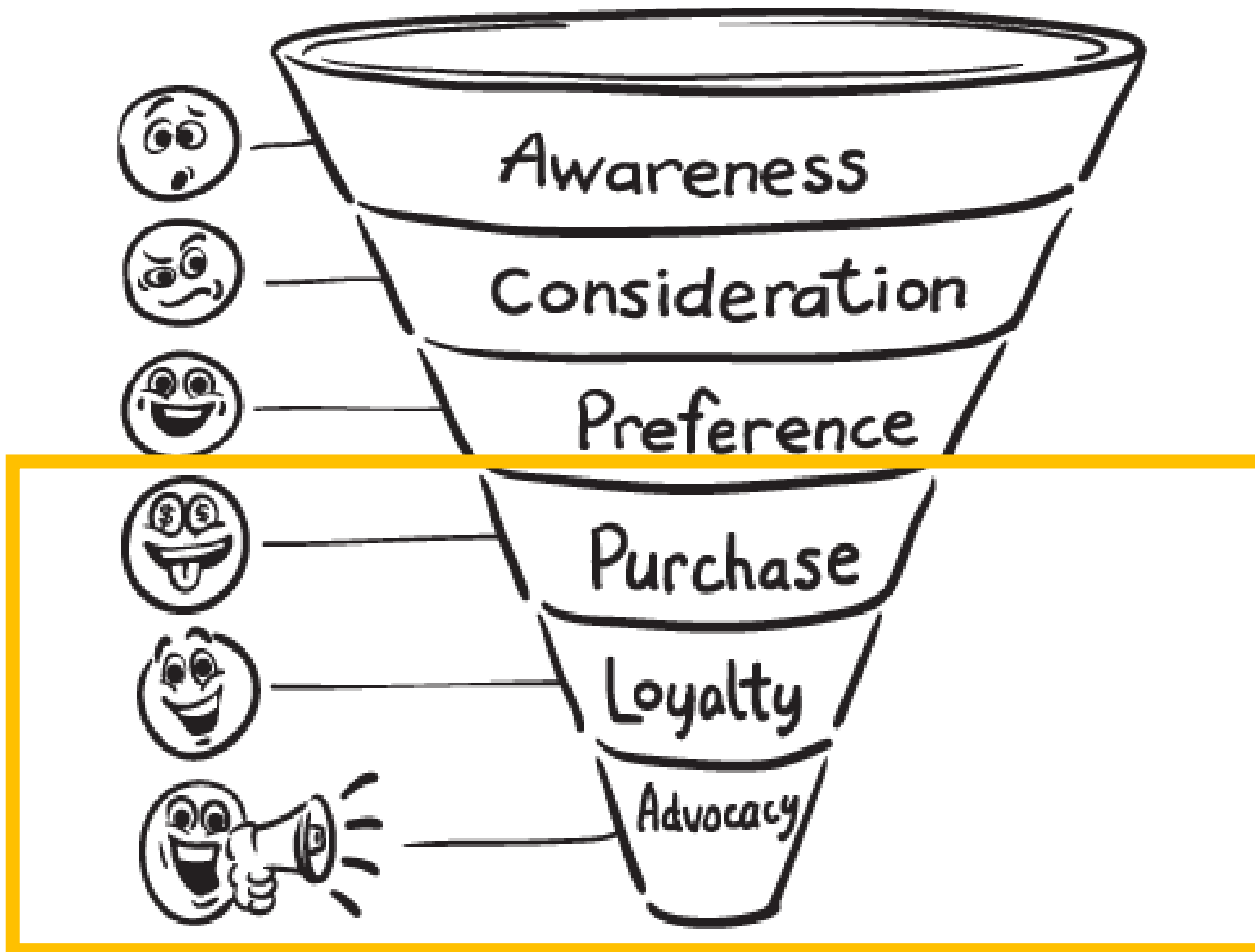
Travelzoo Featured Destination Campaign



**ST. PETE
CLEARWATER**



THE CHALLENGE



OUR IDEA

BOOGO

TRAVELZOO TO THE RESCUE



STRATEGY



YEAR 1 RESULTS: TACTICAL

Oct. 17, 2017-Jan. 31, 2018	
Impressions	31 million
Pageviews	135,572
Searches for St. Pete/Clearwater	+18% year-over-year
Total bookings on Travelzoo	401
Total room nights on Travelzoo	868
Total revenue booked on Travelzoo	\$135,101
Total revenue booked off Travelzoo	\$410,933
Return on ad spend (ROAS)	5:1

STRATEGY

Year 2



YEAR 2 RESULTS: TACTICAL

Aug. 1, 2018-Sept. 30, 2018	
Impressions	41.3 million
Pageviews	179,043
Searches for St. Pete/Clearwater	+12% year-over-year
Total bookings on Travelzoo	569
Total room nights on Travelzoo	1,447
Total revenue booked on Travelzoo	\$235,080
Total revenue booked off Travelzoo	\$122,891
Return on ad spend (ROAS)	3:1

YEAR 2 RESULTS: CREATE INTENT

Aug. 1, 2018-Sept. 30, 2018	
Reach	12.3 million
Pageviews	85,230
Social Engagements	29,965
Time on Story	3:29
Cost Per Action	\$0.43

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