

# Summer vacation in Mayerhofen: A Mountain News Success Story

The Mayrhofner Bergbahnen are the mountain railways of the ski resort Mayerhofen in Tyrols well-known valley „Zillertal“ with a very high occupancy during winter season. Goal of the summer campaign is to promote the offer of the mountain railway in summer to the relevant target group in the german speaking market to the relevant target group, to generate traffic on the landing page and reach a significant user engagement on the site.

## OUR SOLUTION

Mountain News has designed an integrated audience campaign reaching the selected target group of outdoor enthusiasts multi-device and cross-channel in the german speaking countries. The campaign is optimized continuously towards the best performance regarding creatives and audience segments within the target group.



## RESULTS

Thanks to Mountain News constant optimization of the campaign regarding the defined KPIs, the campaign was able to reach an excellent engagement rate, up to 0,3% on specific thematic topics. The best performing audience segments were family, active outdoor travelers and relaxed summer vacation travelers.

The high quality of the audience was reflected in the above average session duration of the user on the landing page. Mountain News extensive data analysis enabled valuable insights of the performance and the user behaviour of the specific target group. These insights supplied the clients a qualitative statement about the user groups demographic profile and digital behaviour.



The Mayrhofner Mountain Railway is the gateway to the well-known skiresort

Mayrhofen in the tyrolean Alps with over 700.000 guests per year.

*'The high audience quality and the valuable insights of the user group and its behaviour convinced us of the campaign with Mountain News'*

- Eva-Maria Hänel, CEO, SpeedUUP, online marketing agency of Mayrhofner Bergbahnen

### Campaign Results:

Excellent engagement rate of up to 0,3%



Above average session duration

High user quality

