

The Utah Office of Tourism was tasked with driving new visitors from large U.S. DMA markets and the northeast states to the state of Utah, particularly for Utah Mountain Resorts for the Winter season.

The Solution:

To reach their goals, The Utah Office of Tourism and their agency, Love Communications, looked to Mountain News to target a specific audience of *Avid Skiers* and *Family Travelers*. This highly desirable audience was reached by leveraging 1st-party data via the Mountain News owned and operated publications including OnTheSnow.

The multi-channel solution included: display advertising (desktop and mobile), newsletter placements, a custom email blast, a mobile inbox message.



Results:

The campaign ran from November 2015 through February 2016 and generated just under 4 million impressions with an average CTR of .24% across desktop and mobile. "Mountain News delivered more than 56.9k post impression activities to VisitUtah.com and other partner DMO websites. With a post impression rate of 1.47%, their platform became one of the top performing partners in our campaign," said Jonathan S., Director of Digital Marketing at Love Communications.

Additionally, 4 newsletter blasts, a custom email and mobile inbox push reached over 1 million recipients, driving visitation to the state of Utah.



The Utah Office of Tourism promotes travel and tourism to the state of Utah.

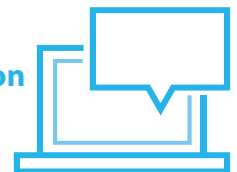
Campaign Elements:

- Desktop Display/Video
 - Mobile Display
 - Mobile InBox
 - Newsletter
 - Custom Email

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Post impression rate 1.47%



Average CTR .24%