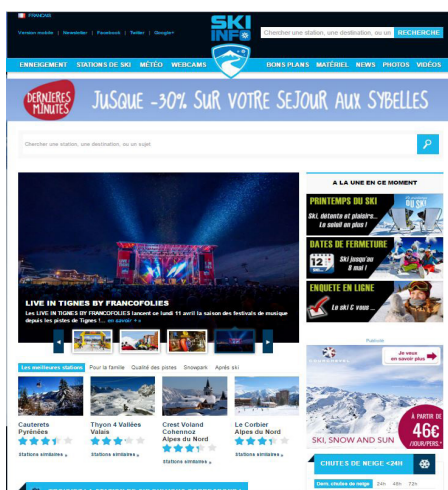


Ski resort reaches new audiences: A Mountain News Client Success Story

The ski resort of Courchevel is well known for their excellent ski conditions during the complete season. However the occupancy of the resort in the late season leaves potential for more bookings, especially in the target group of families. The campaign "Ski, Snow and Sun" is designed to develop the top funnel awareness and promote Courchevel as a destination for spring ski vacation. The goal is to generate traffic to the clients booking systems and engagement in the system.

Our Solution:

Mountain News has designed a campaign that combines display advertising on the own and operated sites, on the global partner network and Retargeting solution off skiinfo.fr and off customer site. This included a broad testing of 36 creatives and related landing pages and a constant optimization during the campaign towards the strongest performing assets.



Results:

The client was very satisfied with the quality and quantity of the traffic send to the landing page and with the engagement of the user on the site.

Mountain News was able to generate high qualified traffic on the landing-page, activating 92% new user for the client and increasing the conversion about 27% in one month campaign.

Mountain News extensive data analysis enabled valuable insights of the performance and user behaviour of the specific target group.

The insights were very valuable for the client and convinced him to re-buy a campaign with Mountain News in the following season.



Courchevel, part of the 3 valleys ski area, is one of the biggest and most renowned ski resorts in the french Alps.

Campaign Elements:

- » Display-Advertising
- » Retargeting
- » Global Partner Network

'Mountain News was able to generate a significant amount of new users on our website with a very strong engagement on the booking tool.'

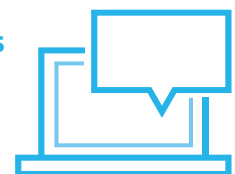
-Edward Grospron, CyberCité, Media agency of Courchevel

Campaign Results:



Qualified traffic to landing page: 92% new users

Average acquisition costs less than 5 € per user



27% increase of conversion in 4 weeks