

Tecnica group, a leading ski and boot manufacturer, was looking to reach a targeted premium audience to promote their new Blizzard Quattro skis and Nordica Speedmachine boot and drive qualified traffic to their unique landing pages.

Our Solution:

Mountain News designed a tailored solution to reach the most qualified Mountain Travel Consumers, cross-device, leveraging the Mountain Travel Audience Platform. The campaign included standard display ads, two custom newsletters and an editorial newsletter - both dedicated to the two specific products.



Results:

The Tecnica campaign ran for six months and the results exceeded the client's expectations. The quality of the Mountain Travel Audience Platform was reflected in the above average engagement rate, a high of 4.6%. The activation of qualified traffic on the landing pages was also higher than other marketing channels running the same campaign.



Tecnica group, including the Blizzard and Nordica brands, is a market leader for premium skis and boots.

Campaign Elements:

- »Banner Display Ads
- »Custom Email



**Over 1.8M
Impressions
Delivered**

**4.6%
Engagement
Rate**

