

Winter vacation in Saalbach: A Mountain News Success Story

The Skizirkus Saalbach is a large ski area, in the Austrian Alps, combining the ski resorts Saalbach, Hinterglemm, Leogang and Fieberbrunn. The goal of the winter campaign was creating awareness for the ski area in the core European markets and generate qualified traffic on the designated landing page.

OUR SOLUTION

Mountain News offered a digital campaign solution based on the Mountain Travel Audience Platform (MTAP), combining 1st-party premium audience and audience targeting. The campaign was running for three months in the markets DACH, Benelux, UK, Sweden, Denmark and Norway.

In addition the campaign was supported by three custom newsletters and App Inbox messages, reaching more than 32K engaged subscribers and 94K App users.



RESULTS

Mountain News overachieved the expectations of the client, especially in the DACH market. With a top engagement rate of 8%, we were able to underline the high quality of our premium first-party data. The campaign generated via post-engagement more than 85K clicks, an average engagement rate of 4.8%. The custom newsletter achieved good results in the DACH market, and outstanding results in the Benelux, with a 32% open rate.

Excellent post-click engagement

More than 85.000 clicks on landing page motivated by Ads



The skicirkus Saalbach Hinterglemm Leogang Fieberbrunn is one of the largest ski areas in Austria with 270 kilometres and over 1.5 Mio. overnight stays per season.

Campaign Results:

more than 5%
View Through
Rate



8% TOP engagement rate in DACH

4.8% average engagement rate

1.7 Million Impressions delivered in 3 months in 6 markets



32% open rate on custom newsletter