

# Early winter vacation in Nendaz: A Mountain News Success Story

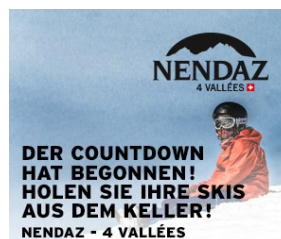
Nendaz is a well known ski resort in the heart of the 4 Valley ski area in the Swiss Alps.  
The goal of the winter campaign is to create brand awareness for Nendaz and to position the ski resort with great slope and freeride opportunities in the early winter season.

## OUR SOLUTION

Mountain News tailored 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 month in France, UK, Benelux and DACH.

## RESULTS

We overachieved the expectations of the client, especially in the french market. With a top CTR of 6,6% in France, we underlined the high quality of our premium first party data.



The user interaction, measured in post-engagement, achieved above average results, reaching an engagement rate of 4,16 % and generating more than 34 K clicks.



Nendaz, in the heart of the Four Valley ski area, is one and most renowned ski resorts in the Swiss Alps.

### Campaign Results:

**1,1 Million Impressions delivered in 100 days campaign period in France, UK, Benelux and DACH**



**Outstanding CTR 6,6% on medium rectangle in France**

**3,46 % average CTR in France engagement rate**

**More than 4 % engagement rate**

