

Tecnica Group Drives Activation: A Mountain News Success Story

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 campaign solution reaching the most qualified and targeted Mountain Travel Consumer, cross-device, leveraging the Mountain Travel Audience Platform. The campaign was running in three European markets: DACH, Italy and France.

The campaign included standard display ads, two custom newsletters and editorial newsletters - both dedicated to the two specific products.



RESULTS

The results exceeded the client's expectations.

The quality of our premium audience was reflected in an excellent engagement rate, a top result of 4,6% in the German market.

The newsletters generated a 31% open rate and the activation of qualified traffic on the landing pages was 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 Results:



4,6% user engagement rate



Over 1,8 Million Impressions delivered