



How Data and Advertising Can Work Together to Reach Destination Management Goals

Lafayette
2021-2022

 DATAFY

The Context

The Goal: To impact off-season family visitation to the destination, as well as generate room nights, from two specific campaigns: Discover Lafayette in a Pinch! and Rôder with the Family.

The Data: Using Lafayette's Datafy Data Dashboard, we identified opportunity markets for these campaigns and developed a data-driven targeting strategy:

- Re-Engage Past Out-of-State Visitors to Lafayette Parish, Targeting Only Families AND Target All Past Visitors from a Drive Radius (Families, Single Households, and Couples alike)
- Look-a-Like Audiences in Key Markets Based on Behavioral, Demographic, and Visitor Origin Findings from the Datafy Data Dashboard
- Layer Behavioral Targeting per Campaign Based on Datafy's Proprietary Advertising Behavioral Targeting Dashboard
- Layer Contextual and Psychographic Targeting As Needed Based on Creative Goals and Traditional KPI Measurements.



The Context

The Tactics: Because of the shorter conversion time frame for a winter-bookings-focused campaign running November through December, we needed to select programmatic elements that would work together to create multiple touch points for our audiences and ultimately inspire visitors to take a trip within a short period of time. We chose a simple, integrated approach to accomplish this goal:

Video: Lafayette created fun, colorful videos to run programmatically to their out-of-state family markets and their drive market audiences.

Native: Lafayette created content articles for family-friendly things to do and reasons to visit Lafayette this winter, which we promoted programmatically through native display and related article placements.

Display: Lafayette created multiple, colorful sets of display banners geared toward each audience to promote trip ideas and things to do in market.



The Methodology

Using Datafy's proprietary geo-location destination intelligence dashboard, we identified opportunity markets based on visitor behavior. Then, we isolated unique audiences from past visitor segments to hone in on the highest value markets, demographic segments, and psychographic traits to create hyper-targeted audiences.

We serve digital advertising to this hyper-targeted audience at the mobile advertiser ID level - using the same technology supporting our data and analytics platform - through our owned programmatic demand side platform (DSP). Because of this, we can track to whom impressions were served, and when or if that same device showed up later in one of our identified geo-location tracked areas (Full-Circle Attribution).

Because we are always transparent and conservative, we only report on raw visitation we can prove - meaning we do not extrapolate visitor counts in any way on our media reporting.

The Results

Lafayette's winter campaigns ran from November 1, 2021 through December 31, 2021. These numbers represent actual observed visitation of ad-aware audiences from 50+ miles away from Lafayette Parish who were in market between November 15, 2021 and January 15, 2022 after being exposed to the winter programmatic campaign(s).



Destination Attribution:
58,802 Visitor Days



Hotel Attribution:
6,051 Room Nights

The Impact

We then use trusted sources of spending data to determine the estimated campaign impact based on these raw observed visits. Specifically, Daily Spend per Visitor from the State of Louisiana Visitor Research and ADR from Lafayette Parish's own STR data ingested into the Datafy Analytics Dashboard:

$$\begin{array}{rcl} \mathbf{58,802} & & \mathbf{\$145} & & \mathbf{\$8,526,290} \\ \text{Visitor Days} & \times & \text{Avg. Spend} & = & \text{Destination} \\ \text{Spent} & & \text{Per Day*} & & \text{Impact} \end{array}$$

$$\begin{array}{rcl} \mathbf{6,051} & & \mathbf{\$120} & & \mathbf{\$726,120} \\ \text{Room Nights} & \times & \text{ADR*} & = & \text{Hotel Impact} \end{array}$$

The Boardroom Highlights



Total Visitor Days Spent by
Visitors who Live
50+ miles away
58,802



Estimated Financial Impact of
Attributable Audiences from
50+ miles away
\$8,526,290



Return on Ad Spend
based on **raw,**
impacted visitation
\$170 : \$1



Total Room Nights Booked
by Visitors who Live
50+ miles away
6,051



Average Cost Per
Visitor Day Spent
in Market
\$0.85



Average Cost Per
Booked Room Night
\$8.26

The Wrap

Identifying Lafayette's highest conversion opportunities using Datafy's data and analytics insights was essential to developing a targeting strategy that would deliver results that matter to them as a DMO: visitation, room nights, and spend in market.

By targeting our audiences through mobile advertiser IDs, and tracking those same mobile advertiser IDs into market, we are able to report full-circle on campaign impact. Audiences served advertising during this 2-month campaign window accounted for **more than 58,000 visitor days spent** and impacted **\$8.5 million in total visitor spending** to Lafayette Parish.



Thank You!

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