

In-Flight Viewing

Boosting Brand Awareness Among The
Right Travelers Through Social Video



Customer Success Story

Challenge

In the past, vacationers might have tapped their local travel agent to book their next trip. But today, travelers are increasingly finding inspiration — and researching and comparing travel options — on YouTube, Facebook, and Instagram. Research shows that among travelers who watch travel-related videos, 64% watch when thinking about taking a trip, and 3 in 5 travelers who use online video watch to narrow down brand, destination, or activity choices.¹

However, with a whole world of locations for travelers to explore, five travel brands faced a significant challenge in isolating and engaging the exact travelers most relevant to their brand across social video platforms.

Solution

These travel brands — made up of four U.S. and international tourism boards, and a luxury resort — turned to Pixability to find and activate the audience that mattered most to them, and drive video performance on YouTube, Facebook,

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and Instagram. Pixability's deep data and insights on the travel space, coupled with customized video placements, powerful targeting technology, and expert campaign management allowed each advertiser to reach its specific audience at scale.

¹ Google/Ipsos MediaCT, "The 2015 Traveler's Road to Decision," Aug. 2015.



Results

Each brand's goal was ultimately to raise brand awareness among the right viewers, measured by view and view-to-completion rates of their video ads.

Here's how Pixability's solution maximized the impact of each brand's media spend:



To raise brand awareness for a **tropical island tourism board** on **Facebook** and **Instagram**, Pixability geotargeted major cities within reach of the island, targeted against travel behaviors such as frequent flyers, and optimized the campaign in-flight toward the parameters that resulted in the highest view-to-completion rates.

108%

higher view rate than travel benchmarks on Instagram

73%

higher view rate than travel benchmarks on Facebook

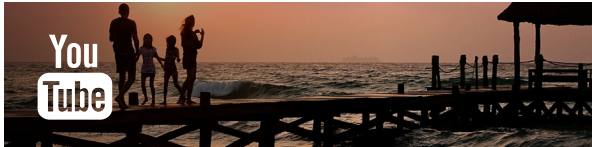


Pixability helped a **southeastern city tourism board** leverage TrueView advertising on **YouTube** to reach and engage three distinct audiences — anglers, culture vultures, and outdoor enthusiasts, all of whom would find rich recreational opportunities in the city — through granular targeting against fishing, hunting, and boating interests, and outdoors topics.

68%

higher view and view-to-completion rate than travel benchmarks on YouTube





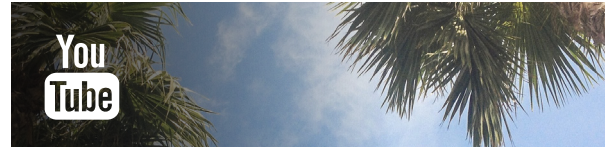
Pixability's blended approach to an **international resort's YouTube** campaign uncovered high-performing family interest and placement targeting parameters to enable this family-friendly resort to engage its target audience of parents aged 25-44.

32%

higher view-to-completion rate than travel benchmarks on YouTube

29%

higher view rate than travel benchmarks on YouTube



Pixability's multivariate targeting on **YouTube** allowed a **Caribbean tourism board** to test multiple video assets and target against multiple interests — including romantic, adventure, travel, food, and sports — to raise brand awareness across seven audience groups that would be interested in a Caribbean vacation. Pixability's technology optimized toward the audience sets that most often viewed the tourism board's entire video.

47%

higher view and view-to-completion rate than travel benchmarks on YouTube





Pixability helped a **northeast regional tourism board** reach and engage food and wine aficionados from nearby cities on **YouTube** and **Facebook**. Through complex geotargeting and targeting against food and wine interests, the campaign successfully increased awareness of the region's vineyards and rich dining opportunities.

Conclusion

In an increasingly mobile and video-centric world, travel marketers have a huge opportunity to connect with their target customers at scale on the video platforms they turn to most to shape their vacation decisions. By partnering with Pixability, advertisers can use video to isolate and engage relevant travelers throughout their online journey, across YouTube, Facebook, Instagram, Twitter, and Snapchat.

93%

higher view rate than travel benchmarks on Facebook

36%

higher view and view-to-completion rate than travel benchmarks on YouTube

Get in Touch

Need help maximizing your video ad campaign performance? Contact us to learn more about the Pixability platform.

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888.PIX.VIDEO

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