Doubling Down on Connected TV: Utah Office of Tourism

Geo-location Data
- 120 million device panel
- Multiple GPS Sources
- Balanced to geographically represent the U.S. population
- Transportation agnostic

Omni-Channel Measurement
- AD ID based solutions: Digital, TV, OOH, Radio
- Integrated with LiveRamp
- Managed Service or Self-Service options available

Incremental Impact
- Measure Arrival Rate, Arrival Lift, and Stay Lift
- Origin Markets of Visitors
- Locals vs. Non-Locals
- Days & Distance to Arrival
The Objective
The Utah Office of Tourism and their media buyers at Love Communications needed to measure the incremental impact of a connected TV campaign on qualified consumer arrivals to the state.

The Results
The campaign returned strong results. Consumers exposed to the ‘3 Season’ campaign were 1.8X more likely to arrive in state than unexposed consumers and 72.9% spent at least one night in Utah. Based on these strong results the client and agency doubled their connected TV spend for a follow up campaign focused on skiing in Utah.

The Campaign
The ‘3 Season’ campaign utilized connected TV advertising to target potential leisure travelers in 5 western U.S. states. Over 261M impressions and over 130,000 exposed arrivals related to the campaign were recorded between March 2019 and July 2019.

Incremental increase on consumer arrivals to Utah
Consumers exposed to the ‘3 Season’ connected TV campaign were 1.8X more likely to travel to Utah than a control group

1 Day, 19 Hours
Average Length of Stay in Utah for Consumers Exposed to the ‘3 Season’ Connected TV Campaign

103 Days
Average number of days between exposure to the ‘3 Season’ campaign and arrival by exposed consumers in Utah.

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