



CASE STUDY

Noise Digital Uses Location-Based Attribution with Lotame to Drive Visitors for Destination BC



NOISE



CLIENT CHALLENGE

Noise Digital, a Vancouver-based advertising agency, was challenged by their client, Destination BC, to go beyond clicks and engagement to prove actual visitation as a result of marketing efforts. Noise was also focused on determining the accuracy of their identified target markets, to help DBC improve their top-of-the-funnel marketing strategy.

LOTAME SOLUTION



Understanding of campaign impact on offline behavior

Using Lotame Data Stream, Noise collected data from the 2018 BC Journeys campaign from over 2.8M unique anonymized devices and compared that data to a control group of users who were not exposed to the campaign. The Journeys campaign was focused on people living in the Western United States as the primary audience target.



Measuring real-world results

Using the Lotame Data Stream location-based data firehose, Noise Digital's team was able to identify visitors to British Columbia who had been exposed to the campaign to gauge campaign efficiency.



Content personalization

The campaign utilized stunning video content of British Columbia to deliver creative messaging most relevant to the target travel audience.



REAL RESULTS

Discovering New Markets

- New York and Washington DC emerged as two new and surprisingly efficient markets to drive visitors. Longer haul travelers spent the most time in British Columbia, and were more likely to visit BC for longer than a week. This indicates real value in longer haul markets.
- “Drive” markets, from close markets such as Washington State, were responsible for the highest volume in both exposures and actual visits to BC

Intent vs Conversions

- Noise was able to break out the funnel to purchase into search, consideration, planning, and visit, as well as to identify dramatic shifts in the demographics at each phase. The consideration phase skewed wealthier and female, while actual visitors tended to be younger and more male. This kind of important audience observation was valuable as they began to plan their next round of marketing.

Assessing Channel Performance

- Having collected the campaign data, Noise was able to analyze conversion rates by channel. This allowed Noise to identify and shift resources to those channels that were most effective in driving conversions.

High Impact Website Influences Conversions

- One exciting piece of validation came when the Noise team was presented with data showing that approximately 90% of all converting users had visited the Hello BC website, validating the strategy of pointing engaged users to that beautiful site dramatically improved their chances of converting.



The breadth and depth of the firehose of data made available from Lotame Data Stream enabled us to get both a broad perspective on what markets were most receptive to our messaging, and at the same time a very precise understanding of which channels and demographics were converting better than others.

Trevor Carr,
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