

Burst Network Case Study

Burst Network's Custom Networks Deliver for A Travel Convention and Visitors Bureau

BACKGROUND AND CAMPAIGN GOALS

A Convention and Visitors Bureau (CVB) that encourages millions of visitors to stay in its local area and visit its many sites and attractions had the following campaign goals:

- Reach women ages 25-54 who have a household income of \$75,000 or more
- Reach consumers who are within driving distance of the area
- Reach consumers in the Eastern and Mid-Western U.S. who require air travel to reach the area
- Drive traffic to a microsite promoting the local area

THE BURST NETWORK SOLUTION

Burst's Account Executives along with the Burst Brand Solutions team built three custom networks designed to reach each segment of the client's target audience:

- **CVB Drive Travel Network** - Comprised of the Burst Family Travelers Network and sites with a high composition of women aged 25-54, geographically targeting to areas within driving distance of the local area
- **CVB Fly Travel Network** - Comprised of the Burst Family Travelers Network and sites with a high composition of women ages 25-54, geographically targeted to locations 300 miles or further from the local area
- **CVB Attractions Travel Network** - Sites with local attractions related content that target consumers in both the drive and fly markets

Burst's Campaign Management team actively managed the CVB campaign for optimal performance. The campaign manager employed a manual optimization strategy, giving them precise control over placement weighting to achieve maximum performance. Optimization was consistently applied to maximize overall click-through rate and creative unit click-through rate.

RESULTS

Burst's strategy drove traffic to the client's microsite resulting in client satisfaction, an increased budget over the course of the campaign, and a renewal with Burst Network.

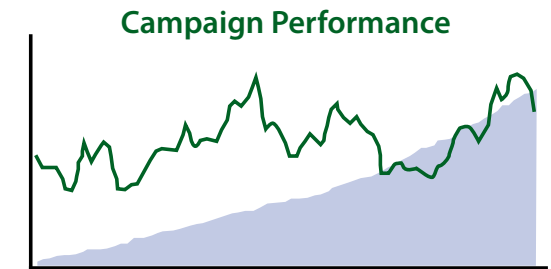
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Contact your Burst Network Account Executive today or visit www.burstmedia.com to learn more about our creative solutions that deliver high visibility, impact and consumer interaction.

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SUCCESS STORY: TRAVEL CONVENTION AND VISITORS BUREAU

- A steady increase of clicks were achieved, driving a high volume of traffic to the CVB's microsite



Start ← Campaign Flight → End

■ Clicks Cumulative — Click-Through Rate

Burst Custom CVB Travel Network:

Below is a small selection of sites included on the campaign:

