

Personalized Creative Drives Bookings in Crowded Las Vegas Market

**WE DELIVERED
3.35X RETURN
ON AD SPEND**

CAMPAIGN HIGHLIGHTS

3.35X ROAS

for every dollar in ad spend

30X

More likely to visit site vs. un-exposed

166,877

incremental site visitors

3.1MM

unique video viewers

CHALLENGE

A top international hotel group needed to drive bookings across their Las Vegas properties and deliver a positive return on ad spend. Las Vegas is the most competitive hotel market. The brand wanted to extend the life of its summer campaign through Eyeview's dynamic creative capabilities and deliver custom video content catering to various types of people interested in going to Las Vegas. They challenged Eyeview to drive bookings through video.

SOLUTION

Eyeview delivered a personalized video solution to drive travel bookings for each of the brand's Las Vegas locations. Eyeview identified in-market travelers and delivered thousands of video variations with creative enhancements using different assets and feature-based callouts for each specific property. Each video variation showcased a different property, personalized amenities, upcoming entertainment options and calls-to-action. Eyeview exceeded ROAS expectations for online bookings with a 3.35X return on every dollar in ad spend.

CONSUMER IDENTIFICATION

Travel intenders were identified through a robust pixel strategy in the travel brand's website. Eyeview also onboarded third-party behavioral data to create profiles of likely prospects.

1-TO-1 VIDEO

Eyeview's algorithm for online conversions enhanced the provided base asset with amenity and feature-based messaging geared toward each Las Vegas property. The videos were then delivered to individual in-market prospects.

RESULTS MEASUREMENT

By measuring online conversions of exposed viewers, the campaign delivered a \$3.35X return on every \$1 in ad spend. Results were measured by Google DFA.

