Travel Tacoma

Visitor Attribution Case Study

Travel Tacoma Hits its Numbers:

No Double-Counting Allowed

DATAFY

Travel Tacoma

Executive Summary

Travel Tacoma came to Datafy to develop a digital marketing campaign to drive booked hotel room nights in the destination through multiple, simultaneously running campaigns. The presence of multiple active campaigns created the need for clear structuring and targeting of individual audiences for the individual campaigns in order to ensure clean, accurate reporting. The resulting digital campaign directly led to **16,910 booked room nights** in nine months, an average of **160% over the campaign's goal**. It also generated a **lodging impact of $3.5 million** and a **ROAS of 10:1**.

"We'd always known our marketing efforts were driving overnight visitation, but the two recurring questions were: 'Exactly how much, and how do we know?' Working with Datafy, we can answer both with hard data, which has finally given us the level of accountability we'd been looking for. Not only are we getting in front of the audiences that generate room nights, we have that holy-grail number of actual impact to our destination."

Matt Wakefield, Chief Marketing & Data Officer, Travel Tacoma

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The Goal

This data-driven organization had a clear goal for this campaign: **drive and track booked room nights** to the Tacoma area through multiple, simultaneously running campaigns – each of which promoted traffic and hotel bookings to different areas within the general Tacoma region.

The Opportunity

Travel Tacoma originally started off using Datafy's attribution capabilities as a pilot program - so **hitting and exceeding campaign goals** would give the organization the opportunity to justify its spend, the subsequent attribution budget increases requests, and the overall digital marketing strategy.

The Strategy

With **multiple campaigns running at the same time**, Datafy's technical expertise was required from the get-go to **ensure that visitors arriving in-market were not double or triple-counted** in the campaign's reporting. Why does this matter? If a consumer fell into the target audience for multiple campaigns – and then was served the advertising for multiple campaigns – that visitor's arrival into Tacoma could be attributed more than once. (Effectively assigning multiple visits to the individual when, in reality, there was only one.)

The Tech

There was some heavy lifting on the technology and strategy side required at the front-end of the campaign in order to ensure no double or triple-counting in the reporting. **Datafy's technology and abundant available data** allowed the campaign team to pull a large bucket of people within Travel Tacoma's target audience demographic, and then segment that larger group into individual target audiences for the individual campaigns. Doing so **ensured that there would be no cross contamination** between the target audiences and the different campaigns. Once a consumer was identified in the group for a certain campaign, that individual was only served advertising for that particular campaign. If and when they arrived in market, their visit was counted only once, and **attributed to the specific campaign that they had been served.**

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📊 The Result

Results at the conclusion of the nine-month campaign showed that Travel Tacoma's goal of increasing booked room nights had been cleanly accomplished:

16,910 room nights booked in a nine-month period

$3.5 million Lodging Impact

10:1 Return on Ad spend

Datafy's Device Attribution Report showed visitation **results that were 160% above the campaign's target goals.** It also contained helpful information on who came, how long they stayed for, how much they spent in-market, and more – all information that has proven helpful as the organization has refined and expanded its goals and audience targeting for the future.

In addition to the skyrocketing amount of booked room nights, Datafy's intentional campaign structure of target audience bundling ensured **accurate and conservative reporting,** and that each visitor was counted only once – with no double-counting allowed.

As a result of the success of this campaign, Travel Tacoma has been able to continue and **grow digital marketing strategies** that lean heavily on Datafy's advertising and attribution solutions.