

CASE STUDY

Yolo County

A Low-Season Lodging Push

 DATAFY



Yolo County

Executive Summary

Visit Yolo executed a low season campaign to drive immediate overnight visitation to Yolo County lodging properties, while also growing overall brand awareness. By strategizing to use assets from the organization's recent brand refresh to reach primarily in-state audiences that had previously visited Yolo County lodging properties and/or visited Yolo County during springtime - and then creating additional look-a-like audiences - the campaign resulted in over **4,600 attributable trips** and nearly **1,200 attributable room nights** within the **two month-long campaign**. It also *exceeded all benchmarks* on the campaign's goals of measuring traditional KPIs like impressions and CTR. Overall, the campaign concluded with an **estimated 91:1 ROAS**.

4,600 attributable trips
in a two-month period

1,200 attributable room nights
in a two-month period

91:1
ROAS



Yolo County

The Goal

Yolo County, a rural area outside of Sacramento, set a springtime / low season goal to influence overnight visitation and drive immediate traffic to the county's lodging properties, while also growing overall, long-term brand awareness.

The Opportunity

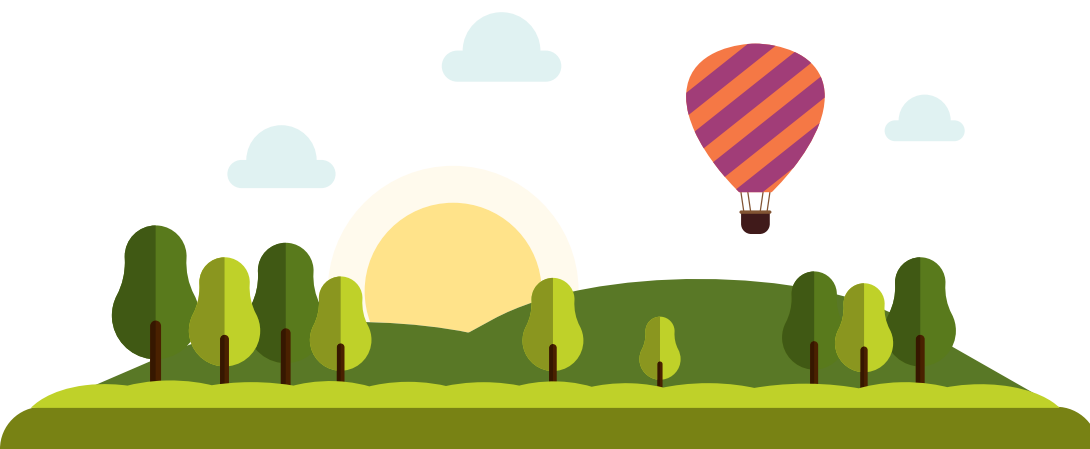
Yolo County is known for its agriculture and is home to sprawling vineyards and sunflower fields, while its proximity to California's capital provides strong opportunities to market it as a drive market destination. Additionally, the organization's recent brand refresh provided fresh new brand assets to utilize during the campaign.

The Strategy

This campaign had a strong focus on reaching past visitors to Yolo County's lodging properties, in addition to visitors that had previously traveled to Yolo during the springtime months.

Once the type of visitors were identified, it was time to determine the target markets. Because of its goal to immediately influence overnight visitation, the campaign's marketing strategy allocated 70% of the budget to target in-state markets such as San Francisco and Los Angeles, with the understanding that these markets were more likely to quickly convert for the lodging properties. The remaining 30% of the budget went to targeting select out-of-state markets like Portland, Seattle and Reno.

With the target audiences set, they were then served :15 and :30 online videos and banner ads that utilized the organization's new content and brand assets.



Yolo County

The Tech

This campaign leveraged the Datafy dashboard not only for a specific in-state vs. out-of-state budget split, but also for very specific audience building due to its strong emphasis on retargeting past visitors. Digging into the data allowed us to identify the demographics and markets with the highest propensity to travel to Yolo County, to travel during springtime months, and to stay in lodging properties and therefore spend the most money within the destination.

We were also able to specifically target past visitors, both in and out of state, that visited Yolo County lodging properties during springtime months in 2021, 2022 and 2023. Once this audience was identified, a look-a-like audience was created - made up of travelers that exhibit similar characteristics and tendencies of the past visitors that this campaign focused heavily on.


The Result

Measurements of success for this campaign were clearly identified from the onset as attribution to the county, attribution to lodging, and set benchmarks on traditional KPIs such as impressions, click-through rate (CTR), and video completion rate (VCR). Campaign results showed that the campaign successfully hit all targets, contributing to 4,693 attributable trips and 1,194 attributable room nights within the two month-long campaign, and an estimated 91:1 ROAS. It also generated 2.41 million impressions, a .18% CTR and a 91.25% VCR - all well above the campaign's set benchmarks.

 **1,194 room nights booked**
in a two-month period

 **91:1 Return**
on Ad spend

 **2.41 million**
impressions


“Through the innovative efforts of the Datafy spring campaign, Yolo County saw an increase in hotel room nights booked and increased visitation to our destination. The type of complete full circle ROI that Datafy provides has offered us valuable insights and is exactly what we need to show our stakeholders how our efforts are increasing tourism and economic impact within Yolo County. Our partnership with Datafy has been one of our best investments!”

Tiffany Dozier, PR & Communications Director