

Arkansas Tourism Drives Deeper Relationships with their Audience

Geo-Targeting and Innovative Click Actions Make this Mobile Web Campaign an Outstanding Success

Arkansas Tourism Objectives

With some of the world's most desirable destinations defined by their sunny skies and verdant vistas, there's an obvious connection between travel and weather. Arkansas Tourism takes full advantage of that connection and of the power of new media through their advertising relationship with AccuWeather.com. But when Arkansas Tourism wanted to reach their users on an even more personal level, they became the first tourism board to leverage innovative advertising on our mobile web site.

AccuWeather.com Solutions

The mobile web campaign utilized geo-targeting to identify users that were within "driving distance" – in other words, users in states adjacent to Arkansas. In addition, Arkansas Tourism explored the new world of possibilities for click-to actions on the mobile web.

Arkansas Tourism worked with AccuWeather.com to define a number of possible "click" actions for their mobile web campaign and ultimately decided to test Click-to-Call and Click-to-Email banners. When clicked, half of ad impressions displayed on AccuWeather.com would open an email for the user to request information while the other half immediately would connect to a live operator who arranged for customers to receive brochures.

"Our success with (AccuWeather) has allowed us to test many new cutting-edge marketing efforts on their site ... The latest is mobile (web) and it has been an extremely effective vehicle for us."

Brian Kratkiewicz
Vice President,
Director Media/Interactive/Account Services
CJRW Advertising



Arkansas Tourism Results

The campaign yielded an average CTR of 2.6%—outstanding success by traditional web standards. The ad impressions equipped with the click-to-call function were the clear winners in terms of generating leads, but the click-to-email banners still exhibited excellent performance by any traditional web standard.

As a result of the mobile web campaign, Arkansas Tourism has continued to expand its mobile advertising and has created a dedicated mobile web site to support those efforts.

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