SEMCASTING

With 942% ROAS, Semcasting Targeting Strategies Perform for an Amusement Park

▶ **MOBILE FOOTPRINT**

▶ **AUDIENCE**DESIGNER **(ADS)**
by Semcasting Managed Service

Semcasting and an Amusement Park successfully found a way to engage high value prospects across social media channels during this time of uncertainty for the travel industry.

Recovering Industry

After the global pandemic that took the world by surprise, there is no denying that the travel and hospitality industry has been greatly affected. Despite restrictions easing, businesses in this space are still trying to come back from these tumultuous few years. With much of the economy hindered, advertisers in this sector have to be especially prudent when it comes to their marketing budget in order to make sure their message actually reaches its target audience. On top of that, labor shortages have also posed a challenge for instilling confidence amongst the general public before taking trips. Nevertheless, with right decisions and smarter strategies being implemented, we can only hope that the industry will bounce back stronger than ever.

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Semcasting Mobile Footprints

In order to stay competitive and remain successful, a leading amusement park sought out new strategies. After consulting with Semcasting, the park was able to use competitor conquesting, allowing them to reach people who had visited other parks. Semcasting's Mobile Footprint tool was especially helpful in identifying and capturing information from devices spotted around different restaurants, retail locations and entertainment venues over the past 400 days. Additionally, the amusement park wanted targeted outreach towards their past customers and prospective audiences who have expressed an interest in cities where the park is located and have previously spent money on activities such as amusement or water parks. Leveraging this third-party data allowed them to pinpoint key target segments which enabled their marketing efforts to be more personalized and effective.

AUDIENCEDESIGNER by Semcasting (ADS)

By utilizing Semcasting's AudienceDesigner (ADS), our team of experts were able to build an audience specifically for the competitor conquesting needs. This was done by selecting businesses based on the NAICS Code 713110 – Amusement and Theme Parks, which specifically identified 8 parks for targeting. Additionally, ADS was instrumental in allowing us to go back 6 months prior to identify households and eliminate any recent travelers from the targeting list.

Furthermore, ADS also allowed us to onboard our client's customer file, safeguarding any personally identifiable information (PII) through its clean-room environment and assigning each matched record with an anonymous ID. Ultimately, this strategy yielded an impressive 86% match rate for the client.

Results

Our Managed Service team successfully completed the campaign as requested by the client. The results exceeded expectations, producing an impressive 15,000 orders at a remarkably low average CPA of $20.50. This resulted in an outstanding return-on-ad-spend (ROAS) of 9.42, greatly satisfying the client and leaving them pleased with our performance.

▶ **86% Match Rate**

▶ **9.42 ROAS**

▶ **15,000 Orders at $20.50 CPA**

Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.