Drive increasing awareness and interest in Jackson Hole as a fall travel destination amongst its core audience segments, influencing purchase intent and driving new and repeat visitation to Teton County.

Using an omni-channel media strategy across all consumer touch points, drive rich brand storytelling via compelling content and stunning imagery that will inspire, excite, and motivate the target audience. Create an emotional connection with users in digital spaces they frequent most, building a relationship and reinforcing brand awareness.

Excite potential visitors with stunning images, showcase a wide variety of activities, and inspire travel to Jackson Hole.
Strategy Rationale

PEOPLE WE KNOW → POTENTIAL AUDIENCE → OUR AUDIENCE
Publisher Strategy

1. Container Tag - All Pixels Fire
2. Audiences Visit Site
3. Behavioral - Based Audience Lists Built
4. Fall Landing Page
5. Audiences Retargeted with Ads Across Channels
Campaign Details

Flight Dates
August 7 - September 30

Budget
$75,000
Digital only

Geographic Targets
Denver
Salt Lake City
Idaho
Montana
Publisher Strategy

tripadvisor®  Teads.tv

The Denver Post  WeatherBug®

Google  Men’s Journal  The Weather Channel

doubleclick by Google  Wyoming forever west™
Funnel Allocation

- Display: 36.7%
- Native Display: 13.3%
- Native Video: 13.3%
- Sponsored Content: 6.7%
- Text Ads: 10.0%
21,845,455

Impressions

Data sources: DoubleClick Bid Manager, Google AdWords, Facebook, Direct Vendors
Estimated CPM

$3.43

Data sources: DoubleClick Bid Manager, Google AdWords, Facebook, Direct Vendors
52,123

Website Sessions

Data source: Google Analytics
Website Visits by DMA

Data source: Google Analytics
Visits Sent to Cen Res

6,348

Data sources: Jackson Hole Central Reservations, Tempest Call Tracking
2,414

Hotel Searches

Data source: ADARA
Advanced Purchase

Data source: ADARA
Questions?

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