SUCCESS STORY

AMOBEE

U.S. Virgin Islands and Amobee increase tourism using weather data
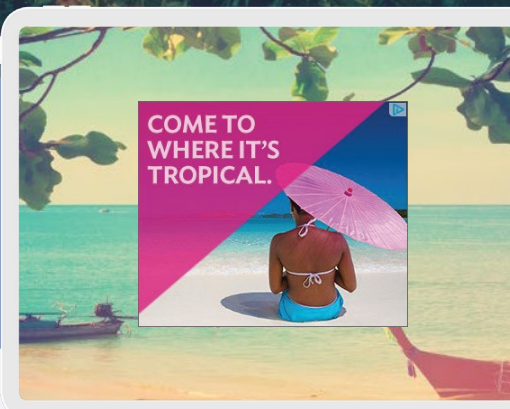
With Amobee's Triggers solution, the U.S. Virgin Islands tourism board was able to target audiences when they were most likely to book a tropical vacation

20% ⌃
Desktop Display
CTR Increase

22.5% ⌃
Mobile Social
CTR Increase

COME TO WHERE IT'S TROPICAL.

GOALS

The U.S. Virgin Islands wanted to increase the number of bookings during winter through the strategic use of data and audience insights.

SOLUTION

Amobee automated the delivery of display and social media campaigns across mobile and desktop devices for the U.S. Virgin Islands, based on weather data signals and proprietary audience insights generated by Amobee's Brand Intelligence technology.

The U.S. Virgin Islands' use of weather and Brand Intelligence data provided insight into their customers' day-to-day life, the environment they live in, and their emotional disposition, so the tourism board could reach the right audience, at the optimal state of mind, with a relevant message.

Amobee optimized audience targeting and delivery with proprietary Brand Intelligence technology, and scalable, high-performing inventory was discovered around audiences with an affinity for travel and outdoor activities during periods of peak digital content engagement.

RESULTS

The U.S. Virgin Islands tourism board successfully increased click-through-rates across desktop by 20% and mobile by 22.5% using Amobee's Triggers solution.

Additionally, the tourism board was able to increase the number of bookings during the campaign, as a direct result of site traffic generated by the weather-triggered units.

" Launching a trigger-based campaign across mobile and social was incredibly turnkey with Amobee. Their platform technology helped us to specify key weather triggers, allowing us to be a part of winter conversations and provide consumers with promotional opportunities to travel to the U.S. Virgin Islands. Giving us the opportunity to amplify our message at pivotal points of change in the weather and to customize messages within DMAs resulted in increased audience engagement and site performance.

– Smita Allex
Managing Director, Mindshare