



REMARKETING CO-OP SUCCESS

Increasing brand awareness
through elevated
REMARKETING CO-OP services.

Greenspring Media was called on to provide a cost effective digital co-op strategy to help leverage the website traffic and marketing efforts of a convention and visitors bureau to benefit their industry partners.

CHALLENGES

Applying a strategy that would meet the goals of the DMO to offer a cost effective co-op program to their industry partners that leveraged their annual marketing.

SOLUTIONS

In this case we recommended a Remarketing CO-OP with guaranteed click goals for each partner, knowing the risk of running a CPC based remarketing campaign when the industry norm is a CPM campaign.

This approach would allow each industry partner to target a specific list of travelers who have already expressed their interest in coming to their destination by remarketing to them on the Google Display Network using the convention and visitors bureau remarketing list. Instead of serving impressions, we optimized each campaign until a qualified audience visited the industry partners website.

PERFORMANCE

The CPC based remarketing campaign ran from January - December 2019 and included a total of 12 participants.

**Total Number of
Impressions Served**

11,264,690

Total Number of Clicks

104,282

REMARKETING CO-OP SUCCESS

Increasing brand awareness through
elevated REMARKETING CO-OP services.



Greenspring Media was called on to provide a cost effective digital co-op strategy to help leverage the website traffic and marketing efforts of a convention and visitors bureau to benefit their industry partners.

CHALLENGES

Applying a strategy that would meet the goals of the DMO to offer a cost effective co-op program to their industry partners that leveraged their annual marketing.

SOLUTIONS

In this case we recommended a Remarketing CO-OP with guaranteed click goals for each partner, knowing the risk of running a CPC based remarketing campaign when the industry norm is a CPM campaign.

This approach would allow each industry partner to target a specific list of travelers who have already expressed their interest in coming to their destinations by remarketing to them on the Google Display Network using the convention and visitors bureau remarketing list. Instead of serving impressions, we optimized each campaign until a qualified audience visited the industry partners website.

PERFORMANCE

The CPC based remarketing campaign ran from January - December 2019 and included a total of 12 participants.

Total Number of Impressions Served

11,264,690

Total Number of Clicks

104,282