

A man wearing a light-colored fedora and a denim shirt over a black t-shirt is smiling and looking at a woman. The woman has voluminous curly hair and is wearing a dark top under a light-colored jacket. They are standing on a city street with a blurred background showing trees, a red tram, and a white car. The word "Ameropa" is written in a white, cursive script across the middle of the image.

Ameropa

# Case Study

Tourism

”



***I was pleasantly surprised by the good KPIs. I had actually expected a lower completion rate and fewer clicks. The experience with this campaign has encouraged us to push video ads more strongly in the future.***

*Michael Feldmann, Senior Performance Marketing Specialist*

## Company Details

**Name** Ameropa-Reisen GmbH

**Industry Sector**    Tourism

|                    |                                                                                                                                                                                                                         |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Description</b> | Ameropa-Reisen is a specialist for city breaks in Germany and Europe as well as rail travel and rail adventure tours worldwide. The tour operator has been creating lasting experiences and memories for over 70 years. |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Visit Website Here**

**Campaign Objective** Boost Bookings



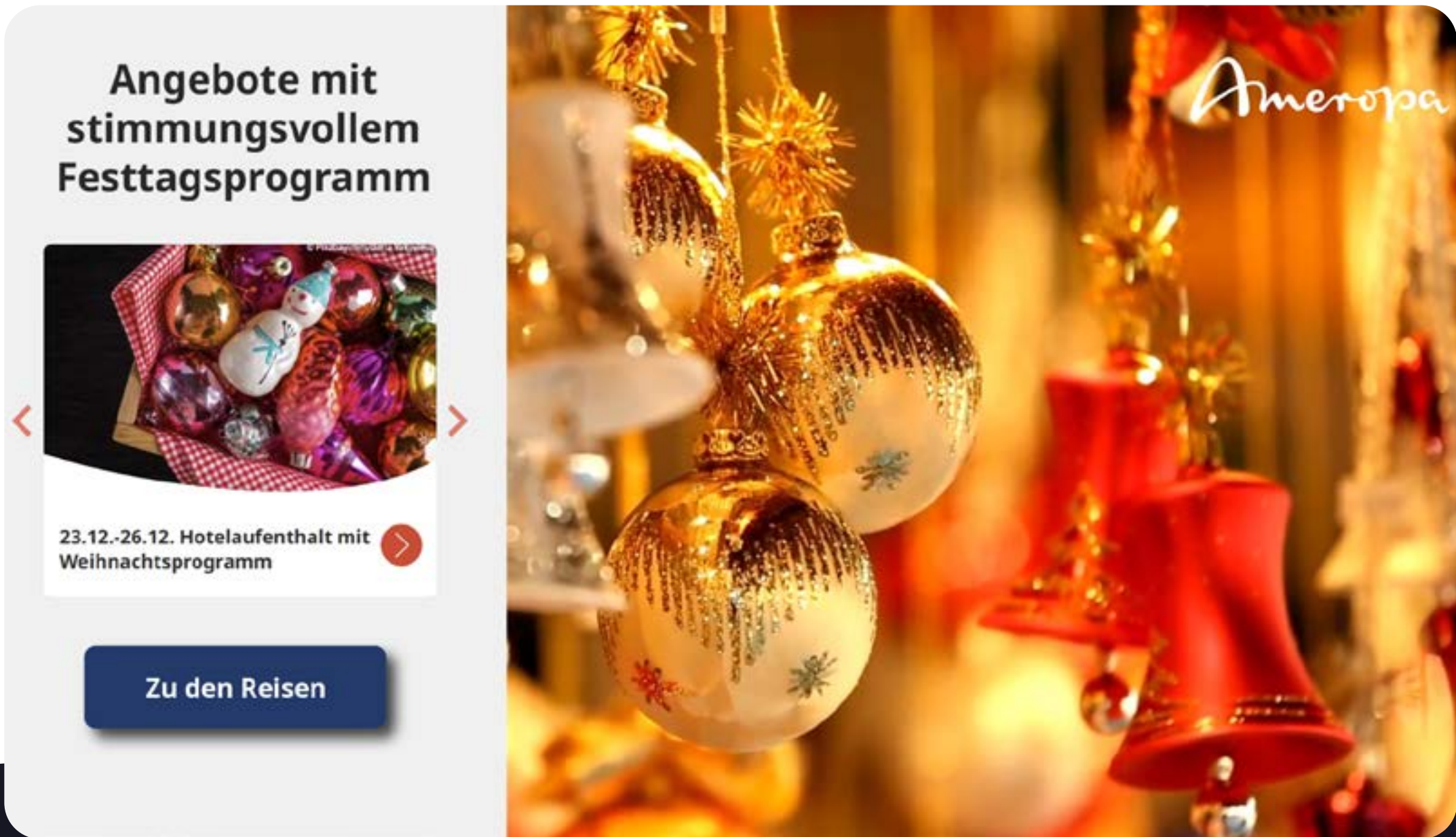
# Campaign Insights

Version 1



Watch Ad Here

Version 2

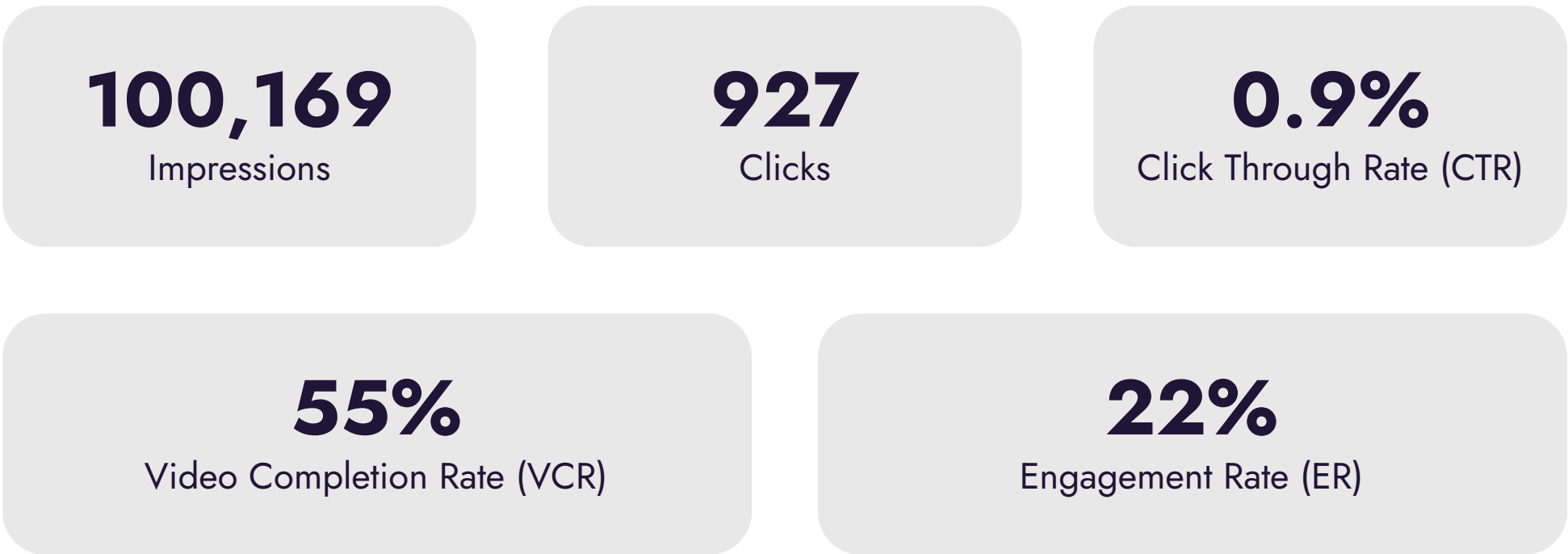


Watch Ad Here



# Campaign Details

|               |                                                                                                                                                 |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Campaign      | Ameropa Christmas and New Year's Eve 2023                                                                                                       |
| Campaign Goal | High CTR                                                                                                                                        |
| Targeting     | 40+, Travel interested, City- and/or Train Trips, Hotels, Travel to Germany or Middel Europe, Public transport users, eco-friendly, sustainable |
| Duration      | 27.11.2023 - 15.12.2023                                                                                                                         |



**Click Through Rate (CTR)** - The percentage of impressions that have resulted in clicks.

**Video Completion Rate (VCR)** - The percentage of video impressions that have resulted in playing the full video ad.

**Engagement Rate (ER)** - The percentage of video impressions that have resulted in user interactions like clicks, mouse hovers, pause, etc.



## Anja Berkenbaum

I would like to take this opportunity to thank our partners at Ameropa for the great cooperation and the trust they have placed in us. I will be more than happy to answer your questions about the case study at any time and explore ideas for a successful campaign of your own.



**Book Your Meeting Here**