

A photograph of two cyclists standing on a sandy beach with their bicycles. The cyclist in the foreground is a woman wearing a purple and pink patterned long-sleeve shirt, black pants, a grey helmet, and sunglasses. She is looking towards the ocean. The second cyclist is partially visible behind her, wearing a black jacket and a grey helmet. The background shows a blue sky with light clouds and a calm ocean with small waves. The bottom half of the image is a dark blue gradient.

Ameropa

Case Study

Tourism

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We had not yet used video ads in performance marketing before and we wanted to gain initial experience with a test campaign. MMM's interactive videos in combination with retargeting story ads quickly convinced us. We were very positively surprised by the result. The high click rate, many soft conversions and even real bookings make us very confident, which is why we will continue to push interactive video campaigns in the future to acquire new customers.

Michael Feldmann, Senior Performance Marketing Specialist

Company Details

Name Ameropa-Reisen GmbH
Industry Sector Tourism
Description Ameropa-Reisen is a German tour operator providing rail, city as well as train trips and rail adventure tours all over the world. The packages usually consist of hotel, travel and entertainment. Ameropa offers its products via stationary and online channels such as tour operators, travel agencies or its own website.

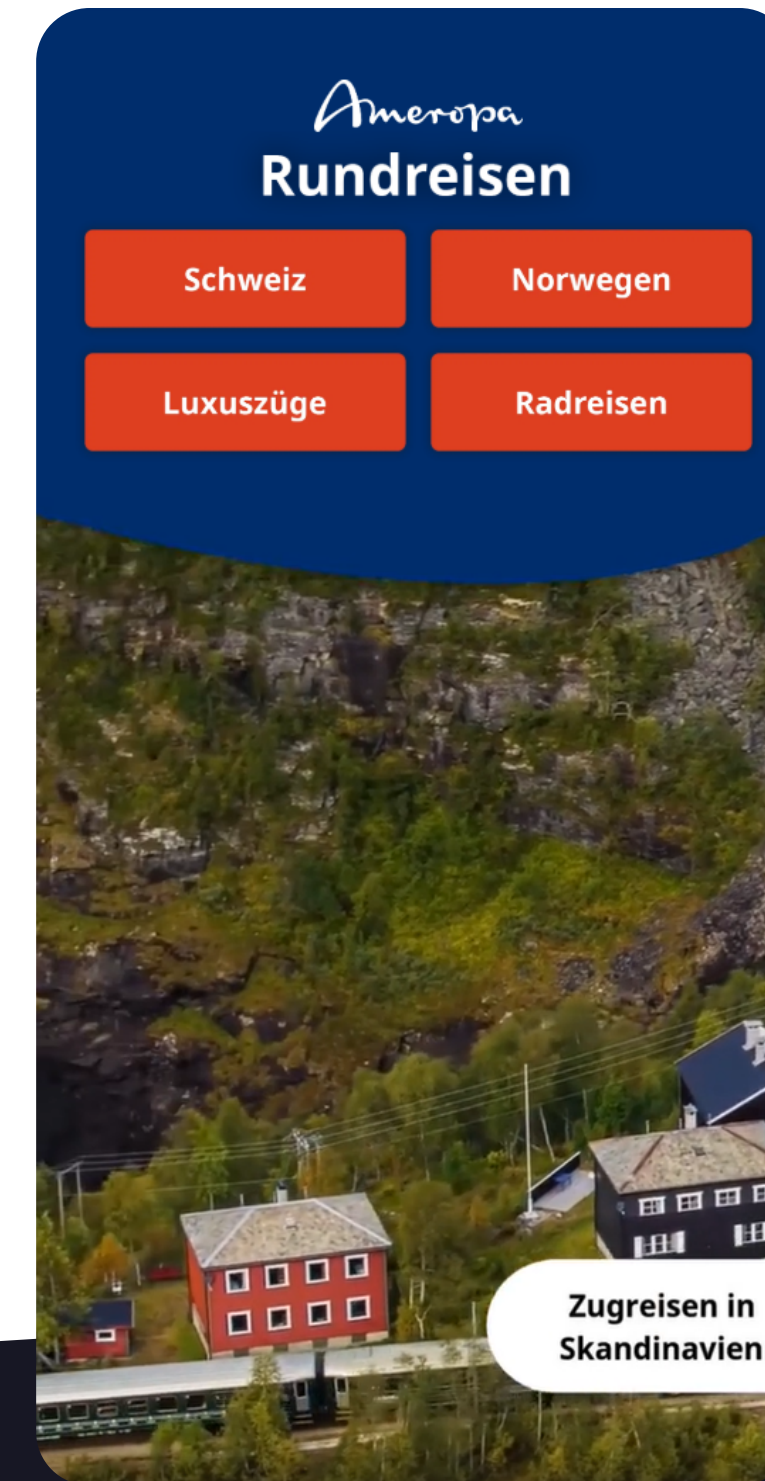
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Campaign Objective Boost Sales

Campaign Insights



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Campaign Details

Campaign Bahnerlebnisreisen Dec 2024
Campaign Goal Bookings, Booking requests, Soft-Conversions
Duration 27.12.2024 - 07.02.2025



600,328

Impressions

14,135

Clicks

2.4%

Click Through Rate (CTR)

47%

Video Completion Rate (VCR)

38%

Engagement Rate (ER)

67%

Viewability

135

Conversions

99

Assisted Conversions

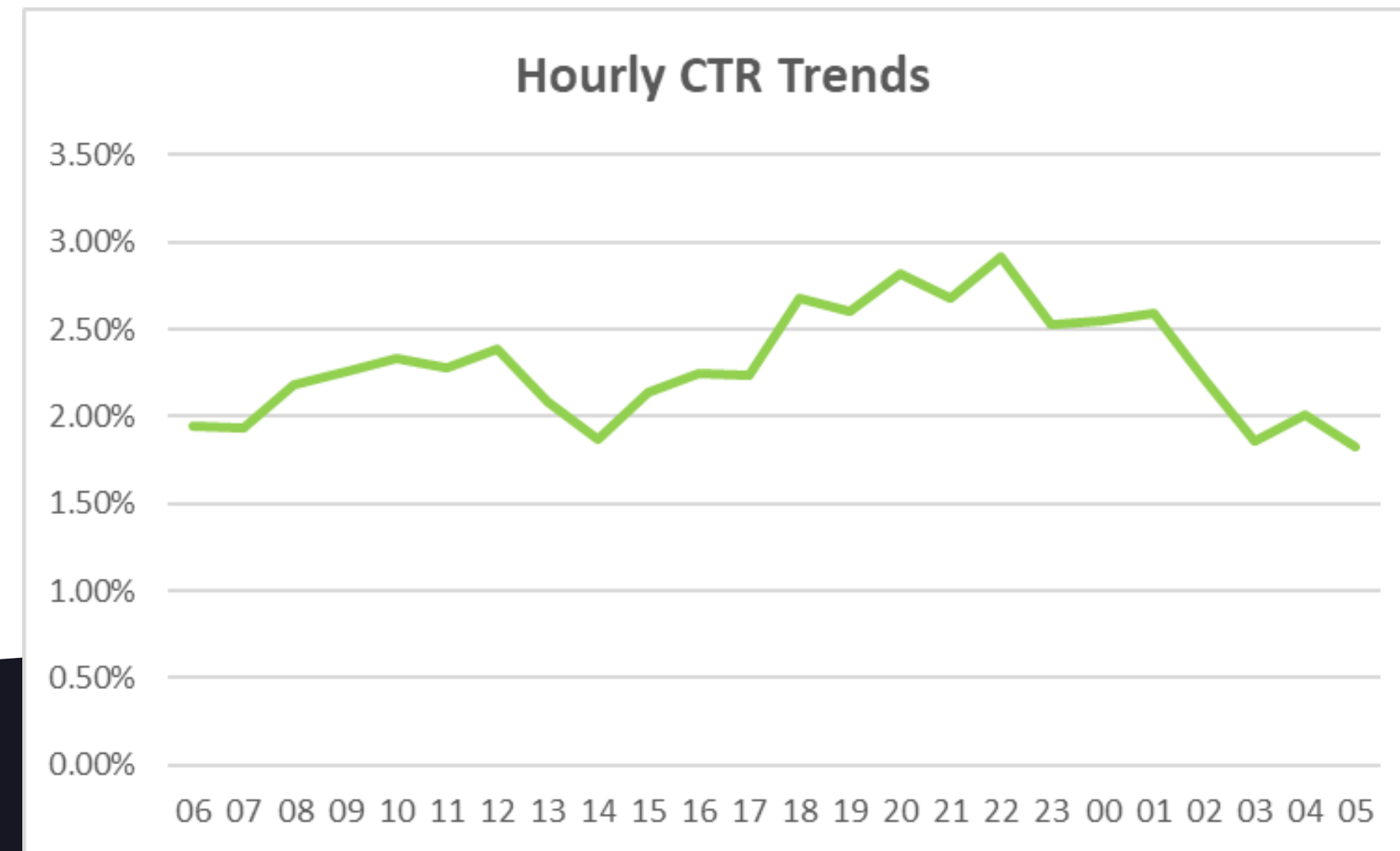
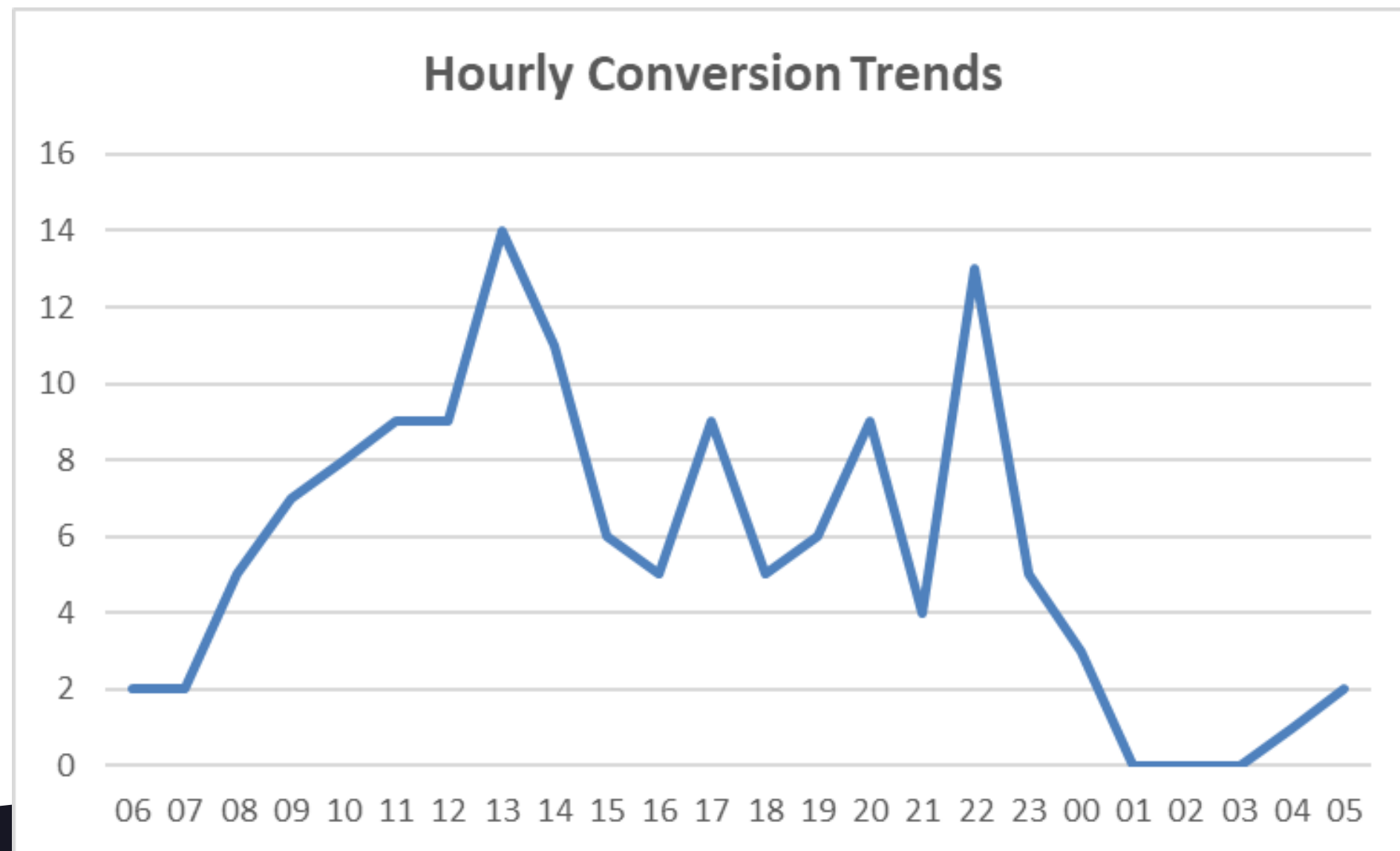
Click Through Rate (CTR) - The percentage of impressions that have resulted in clicks.

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.

Top Performance Times

The highest conversion rates occurred between 10:00 AM – 2:00 PM and 10:00 PM – 11:00 PM. The best days for conversions were Friday through Sunday.





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**