

Travel South Missouri Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Missouri from Canada

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Travel South Missouri

Executive Summary

Campaign goal: drive awareness and engagement to Missouri from the Canadian market



Campaign Dates

9/1/25- 3/1/26:



Campaign Budget

\$25,000



Key Successes

- Delivered 6.9M impressions, the highest scale across campaigns, significantly expanding reach.
- Drove +121% increase in hotel search (12,766 vs. 5,768 YoY), indicating strong demand generation.
- High-performing placements such as email (58%) and video (1.03%) exceeded CTR benchmarks.



Opportunities

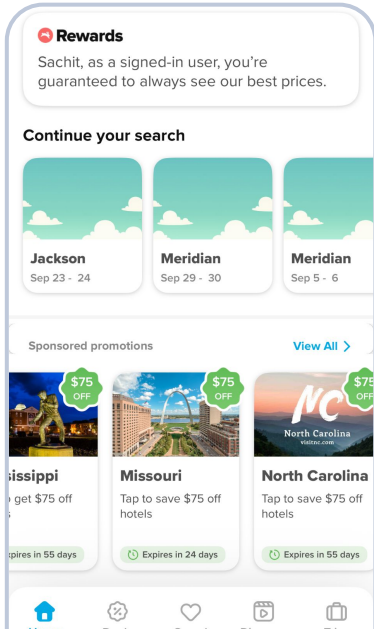
- Improve engagement efficiency across high-reach placements.
- Strengthen conversion from increased demand
- Optimize balance between scale and performance quality



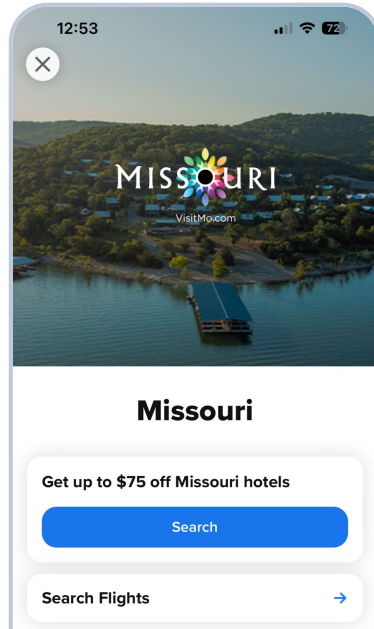
Placement Overview



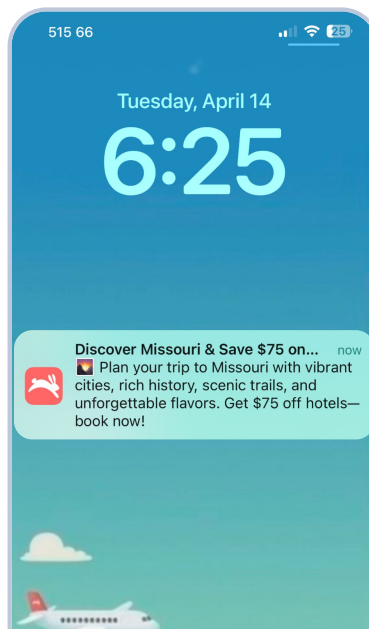
Destination Tile
6K + 500 Value Add Clicks



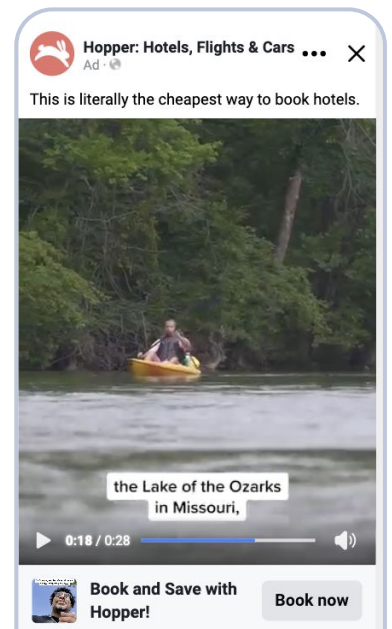
Microsite
Value Add worth \$20K



Push Notifications
50K + 5K Value Add Notifications



Shoppable Video
500K Impressions



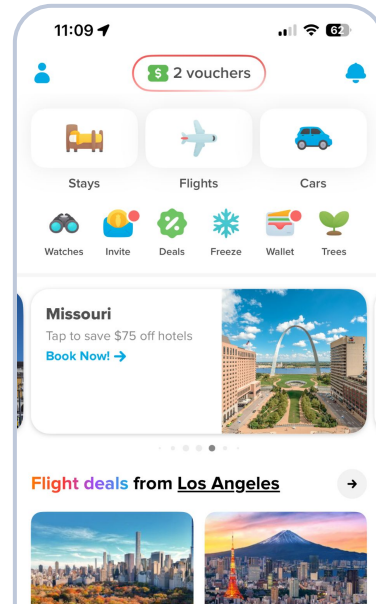
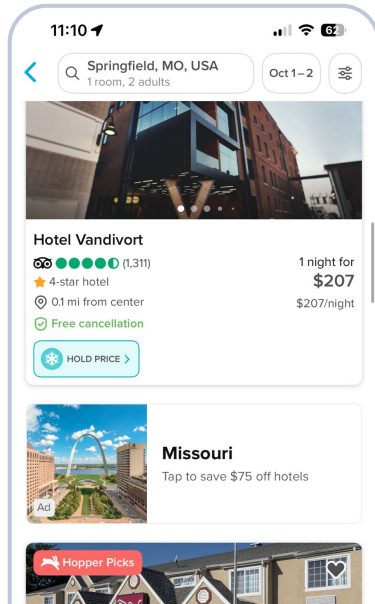
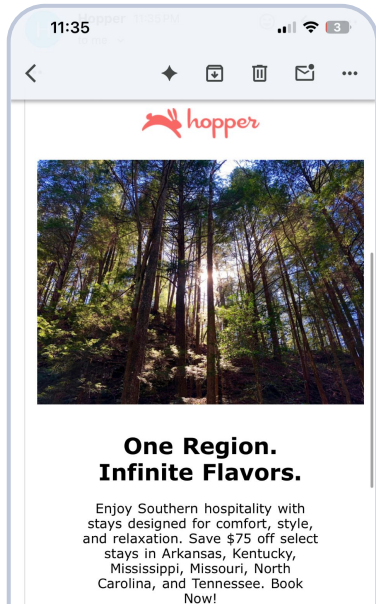


Placement Overview



Dedicated Email
10K Emails Value Add

Hopper Display
400K Value Add Impressions





CAMPAIGN RESULTS

Media Performance

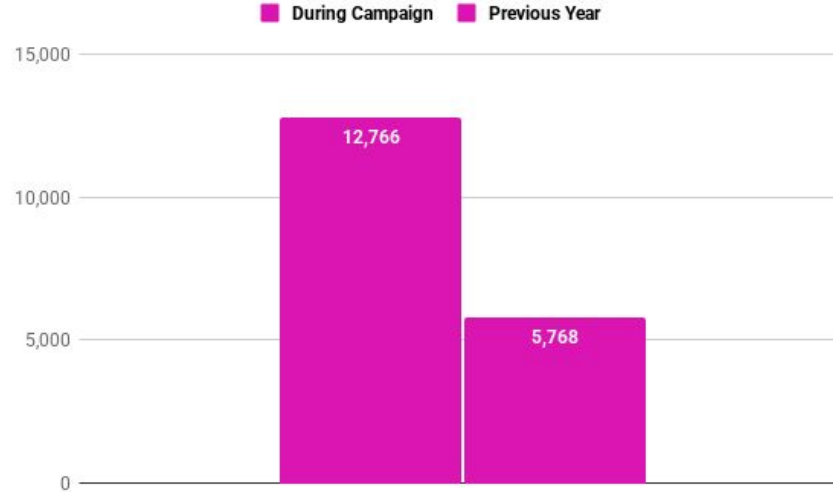
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	4,130,383	38,884	0.9%	0.5%
Push Notifications	62,181	315	0.5%	0.5%
Shoppable Video	563,918	5,788	1.0%	1%
Dedicated Email	10,866	6,348	58.4%	45%
Hopper Display	2,151,045	3,275	-	-



CAMPAIGN RESULTS

121% Increase in Hotel Search

Missouri Hotel search during the campaign was 12,766 vs 5,768 in the previous year, a 121.32% increase



Action: Sustain high-reach delivery to continue driving strong demand growth.



CAMPAIGN RESULTS

Impact Summary

BY THE NUMBERS

6.9M

Impressions

54,700

Overall Clicks

+121%

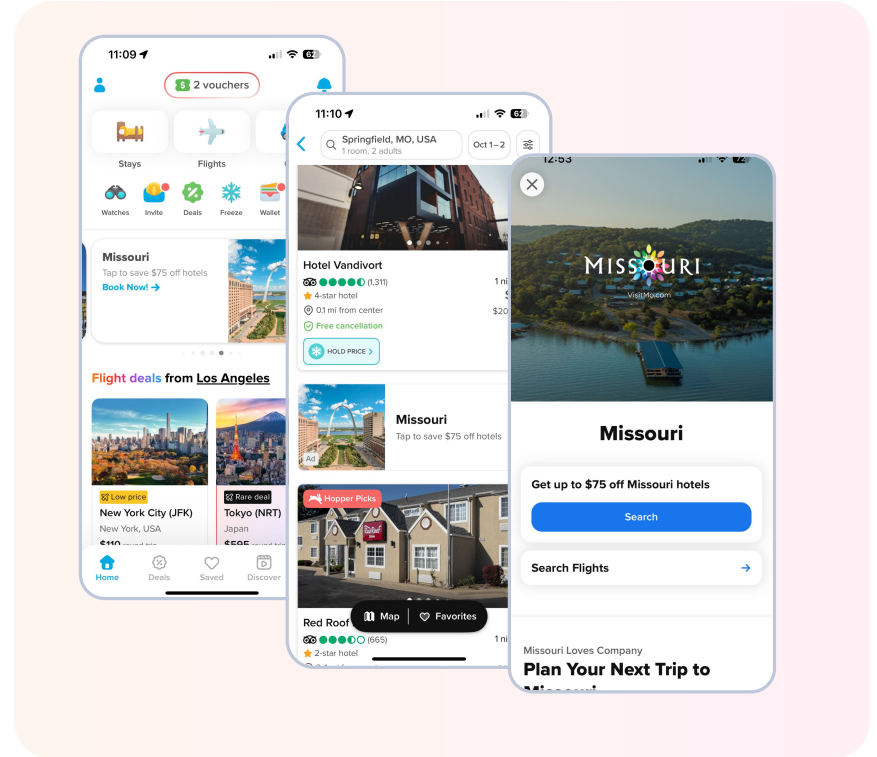
Increase in Hotel Search

+10%

Increase in Hotel Conversion

0.5%

Blended CTR





Insights and Next Steps

What Worked



- Campaign delivered strong scale (3.9M impressions), maximizing audience reach.
- Key placements (email, video) exceeded benchmarks, confirming strong creative performance
- Campaign successfully drove users into the mid-funnel (search stage)

What to Optimize



- High scale did not fully translate into proportional engagement and conversion gains
- Opportunity to refine placement mix and audience targeting to improve interaction rates.

What to Add

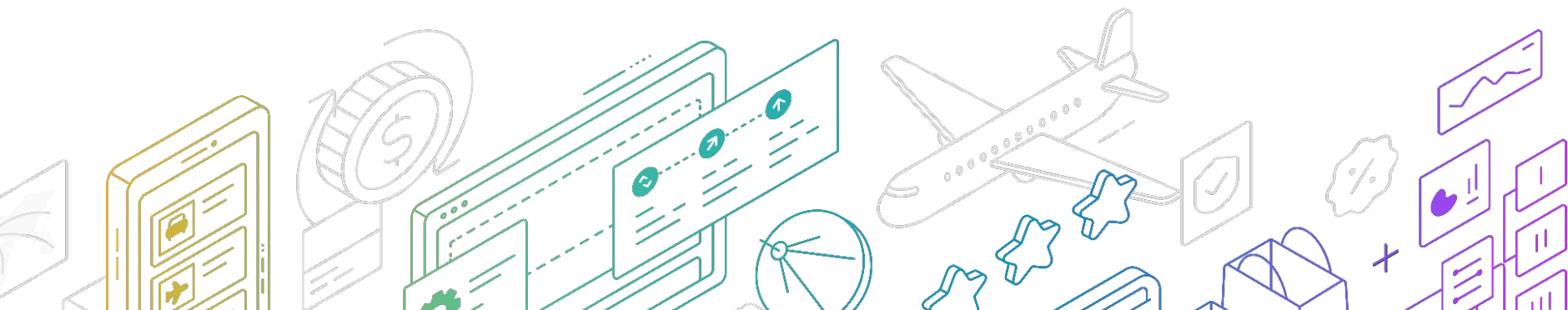


- Optimize creative and messaging within high-reach placements to further improve CTR.
- Strengthen conversion pathways to better capture generated demand

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Thank you!



Travel South Kansas City Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Kansas City from Canada

CONTACT: Lindsey Ross - lross@hopper.com





Travel South Kansas City

Executive Summary

Campaign goal: drive awareness and engagement to Kansas City from Canadian users



Campaign Dates

9/1/25- 3/1/26



Campaign Budget

\$5,000



Key Successes

- Delivered 863K impressions and 4,720 clicks.
- Drove +212% increase in hotel search (6,112 vs. 1,960 YoY), demonstrating strong demand generation
- Campaign successfully drove users into the mid-funnel (search stage)

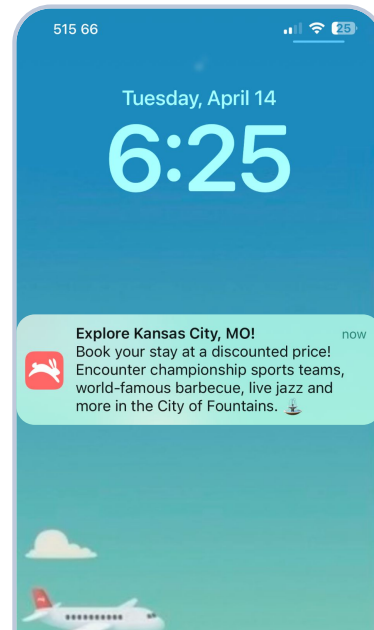
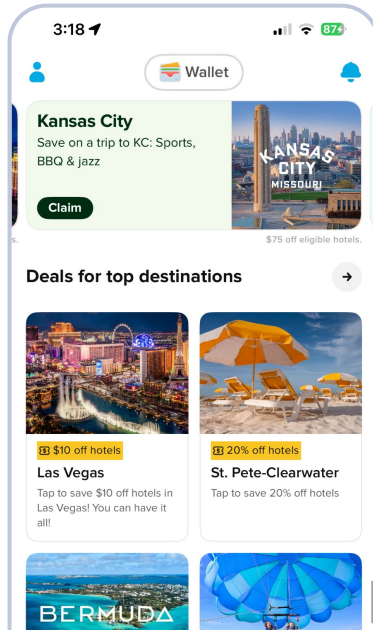
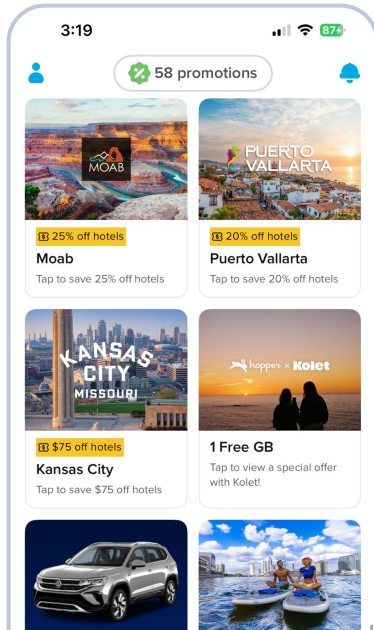
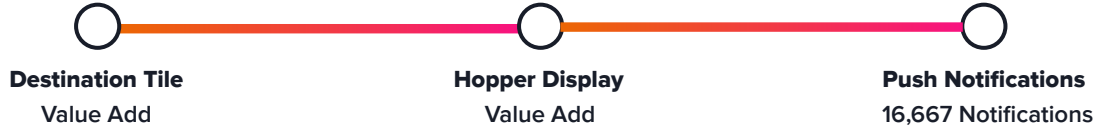


Opportunities

- Improve engagement efficiency across placements
- Strengthen conversion from increased demand
- Optimize balance between reach and user interaction quality.



Placement Overview





CAMPAIGN RESULTS

Media Performance

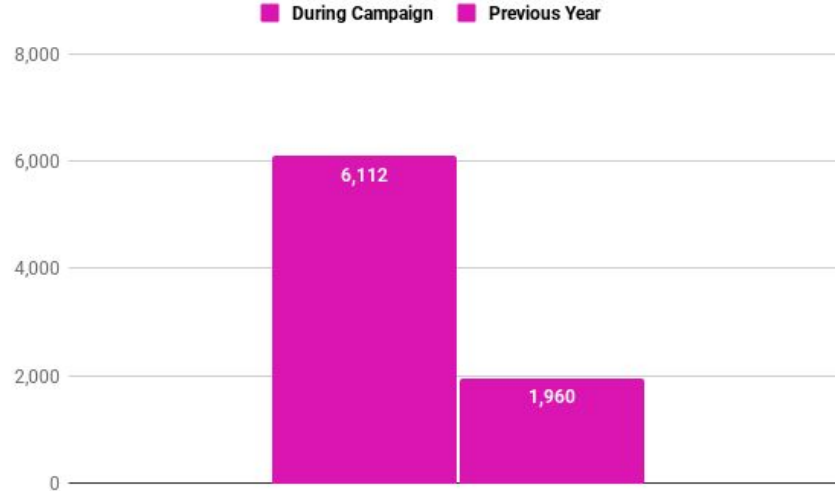
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile	808,426	4,446	0.5%	0.5%
Push Notifications	55,163	274	0.5%	0.5%



CAMPAIGN RESULTS

212% Increase in Hotel Search

Kansas City Hotel search during the campaign was 6,112 vs 1,960 in the previous year, a 211,84% increase



Action: Sustain high-reach delivery to continue driving strong demand growth.



CAMPAIGN RESULTS

Impact Summary

BY THE NUMBERS

863K

Impressions

4,720

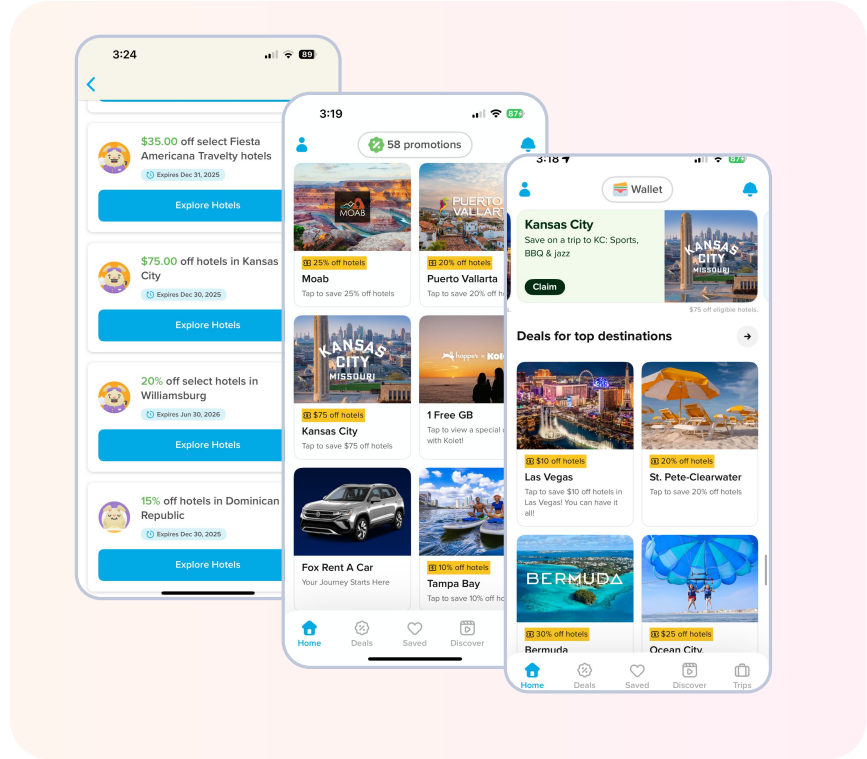
Overall Clicks

+212%

Increase in Hotel Search

0.5%

Blended CTR





Insights and Next Steps

What Worked



- Campaign drove significant demand growth (+212% search), indicating strong impact on user interest
- Delivered a reach of 863K impressions, expanding visibility across target audiences
- Successfully pushed users into the consideration stage (search behavior)

What to Optimize



- High demand did not fully translate into strong user interaction
- Opportunity to refine creative and placement mix to improve engagement

What to Add



- Optimize creative messaging to further improve CTR performance

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Thank you!

