

Travel South Mississippi Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Mississippi from Canada

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Travel South Mississippi

Executive Summary

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



Campaign Dates

9/1/25- 3/1/26



Campaign Budget

\$25,000



Key Successes

- Delivered 4.6M impressions and 60,186 clicks, driving strong reach and engagement.
- Achieved CTR performance at or above benchmarks across all placements, with email performing the strongest with a 65.1% open rate
- Drove +280% increase in hotel search (7,693 vs. 2,027 YoY), demonstrating a significant surge in user demand.



Opportunities

- Strengthen conversion strategy to better capture the significant demand generated.
- Increase focus on high-intent engagement moments closer to booking
- Optimize funnel from search → booking to improve overall efficiency



Placement Overview

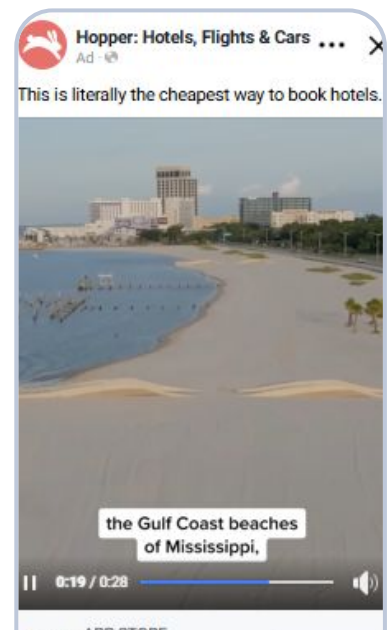
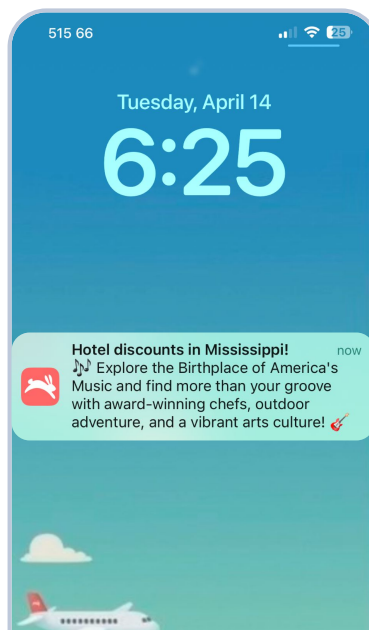
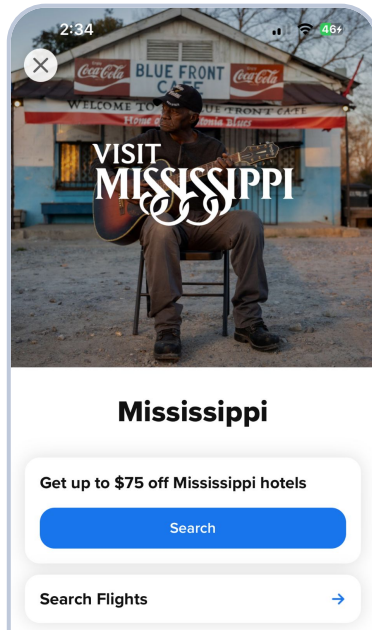
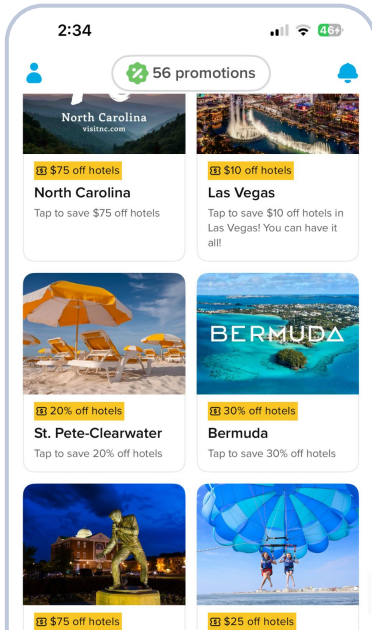


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions



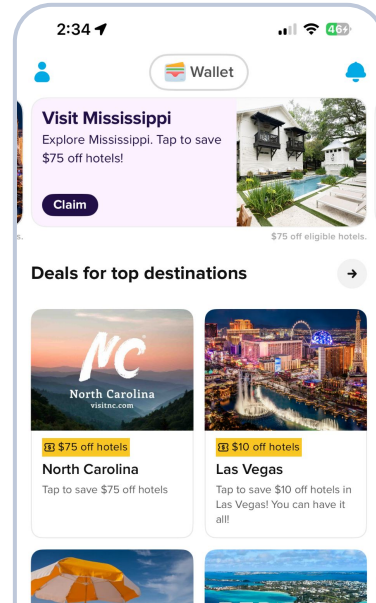
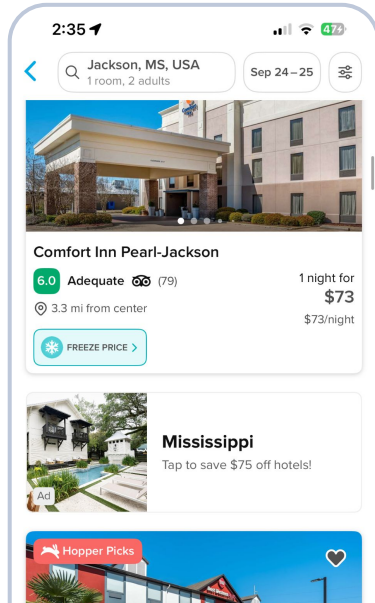
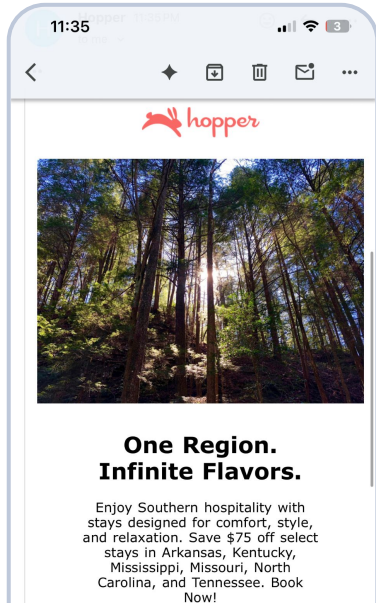


Placement Overview



Dedicated Email
10K Emails Value Add

Hopper Display
400K Value Add Impressions





CAMPAIGN RESULTS

Media Performance

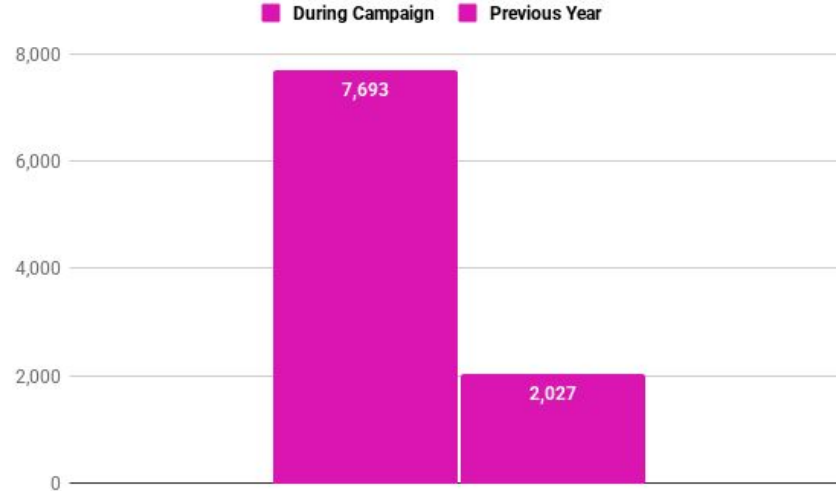
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	3,570,504	47,023	1.3%	0.5%
Push Notifications	70,004	321	0.5%	0.5%
Shoppable Video	548,732	5,631	1.0%	1%
Dedicated Email	10,585	6,889	65.1%	45%
Hopper Display	414,526	322	-	-



CAMPAIGN RESULTS

280% Increase in Hotel Search

Mississippi Hotel search during the campaign was 7,693 vs 2,027 in the previous year, a 279.53% increase



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



CAMPAIGN RESULTS

Impact Summary

BY THE NUMBERS

4.6M

Impressions

60,186

Overall Clicks

+280%

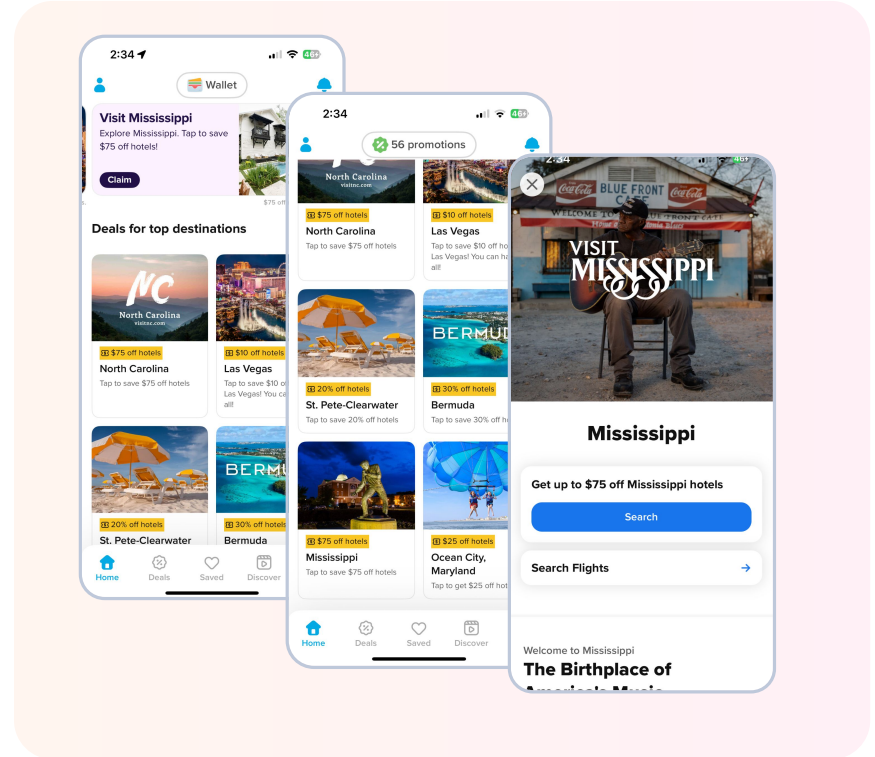
Increase in Hotel Search

+9%

Increase in Hotel Conversion

0.6%

Blended CTR





Insights and Next Steps

What Worked



- Campaign successfully generated strong scale (4.6M impressions), driving broad awareness.
- Significant search lift (+280%) shows exceptional impact on user interest and consideration.
- All placements met or exceeded CTR benchmarks, confirming strong engagement.
- Campaign effectively drove users into the mid-funnel (search stage)

What to Optimize



- Despite strong demand, conversion growth (+9%) lagged behind search growth, indicating a drop-off post-interest.
- Opportunity to improve conversion efficiency from search to booking
- Refine the placements that best drive high-intent users, not just traffic.

What to Add

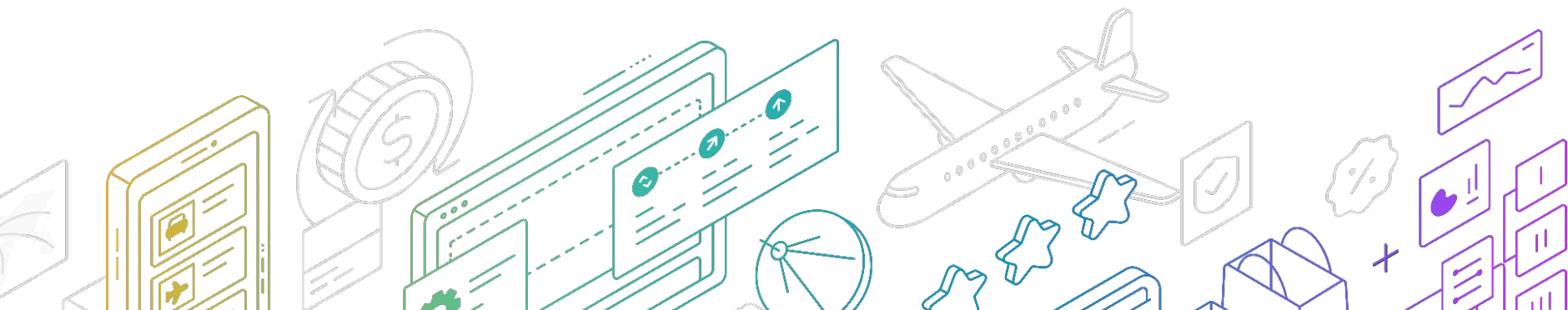


- Increase emphasis on high-intent placements (push, microsite) to capture demand closer to booking.
- Strengthen conversion pathways and messaging to guide users from search to booking.

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Thank you!

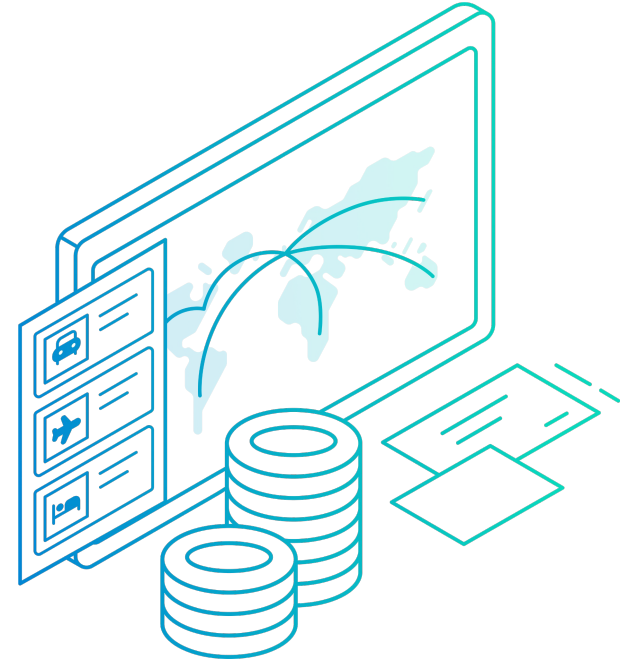


Travel South Coastal Mississippi Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Coastal Mississippi from Canada

CONTACT: Lindsey Ross - lross@hopper.com





Travel South Coastal Mississippi

Executive Summary

Campaign goal: drive awareness and engagement to Coastal Mississippi from Canadian users



Campaign Dates

9/1/25- 3/1/26



Campaign Budget

\$5,000



Key Successes

- Delivered 478K impressions and 3,557 clicks, driving targeted reach within a smaller-scale campaign.
- Drove +142% increase in hotel search (10,753 vs. 4,452 YoY), demonstrating strong demand generation despite limited scale.
- Increased conversion rate by 12%, showing consistent improvement in booking efficiency.

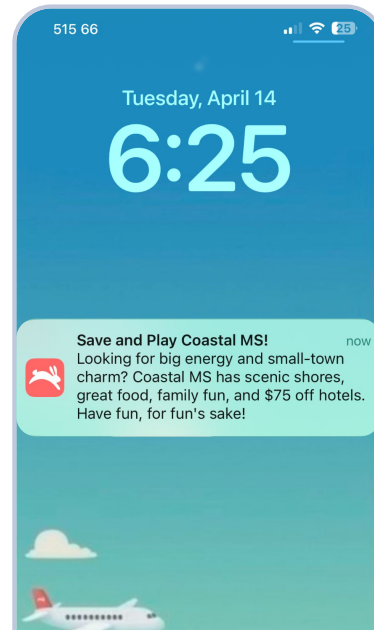
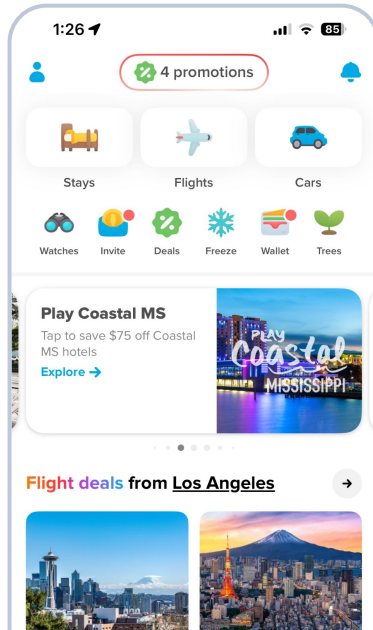
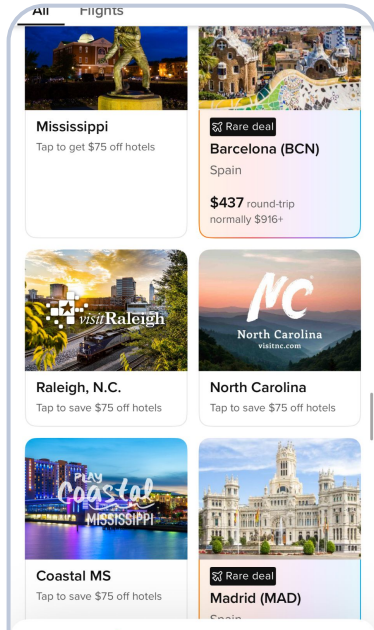
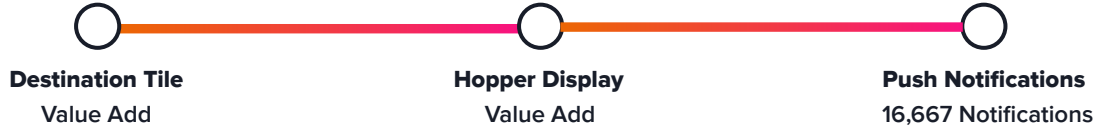


Opportunities

- Scale campaign reach to amplify strong performance outcomes
- Expand placement mix to increase visibility and engagement volume
- Maintain efficient performance while growing overall impact



Placement Overview





CAMPAIGN RESULTS

Media Performance

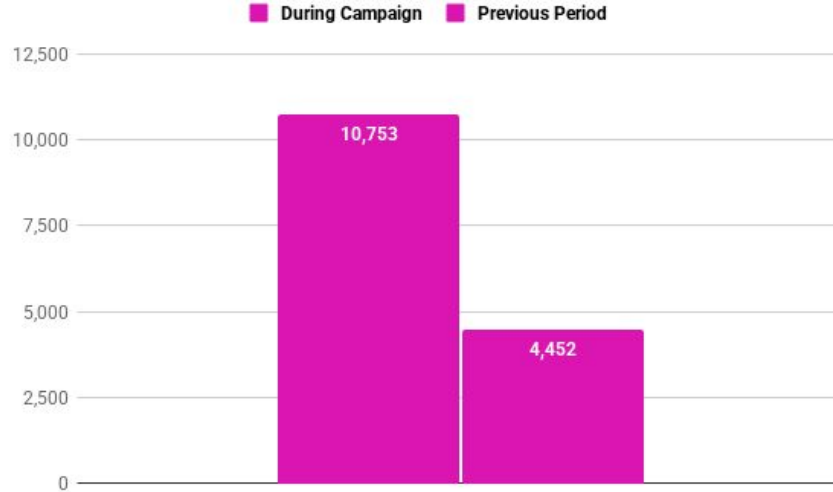
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile	415,218	3,246	0.8%	0.5%
Push Notifications	62,980	311	0.5%	0.5%



CAMPAIGN RESULTS

142% Increase in Hotel Search

Coastal Mississippi Hotel search during the campaign was 10,753 vs 4,452 in the previous period, a 141.53% increase



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



CAMPAIGN RESULTS

Impact Summary

BY THE NUMBERS

478K

Impressions

3,557

Overall Clicks

+142%

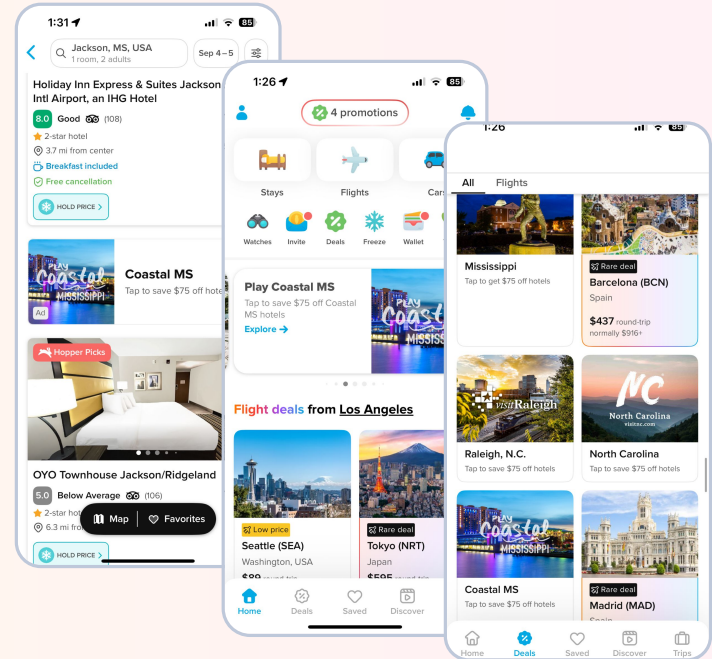
Increase in Hotel Search

+12%

Increase in Hotel Conversion

0.7%

Blended CTR





Insights and Next Steps

What Worked



- Campaign delivered strong performance despite limited scale, indicating efficient targeting and execution
- Significant search growth (+142%) confirms strong impact on user demand
- Conversion improvement (+12%) shows consistent ability to convert engagement into bookings

What to Optimize



- Opportunity to increase reach while maintaining efficiency
- Expand placement mix to drive greater engagement volume

What to Add



- Scale high-performing placements (tile, push) to increase reach
- Maintain focus on efficient demand generation and conversion

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Thank you!

