

# Travel South North Carolina Campaign Report

**DATES:** September - March 2026

**GOAL:** Drive Awareness and Engagement to North Carolina from Canada

**CONTACT:** Lindsey Ross - [lross@hopper.com](mailto:lross@hopper.com)





Travel South North Carolina

# Executive Summary

Campaign goal: drive awareness and engagement to North Carolina from Canadian users



## Campaign Dates

9/1/25- 3/1/26



## Campaign Budget

\$25,000



## Key Successes

- Delivered 6.1M impressions and 59,506 clicks, driving strong reach and engagement.
- Drove +119% increase in hotel search (30,824 vs. 14,107 YoY), demonstrating strong demand growth
- Increased conversion rate by 20%, showing improved booking efficiency.



## Opportunities

- Continue scaling performance to sustain both demand and conversion growth
- Strengthen high-intent engagement touchpoints to further improve efficiency
- Maintain balance between reach and performance quality



# Placement Overview

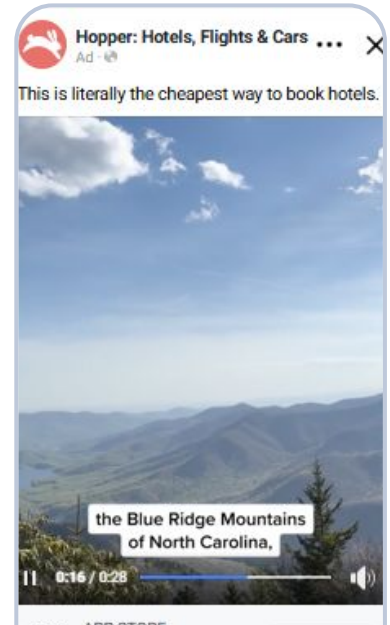
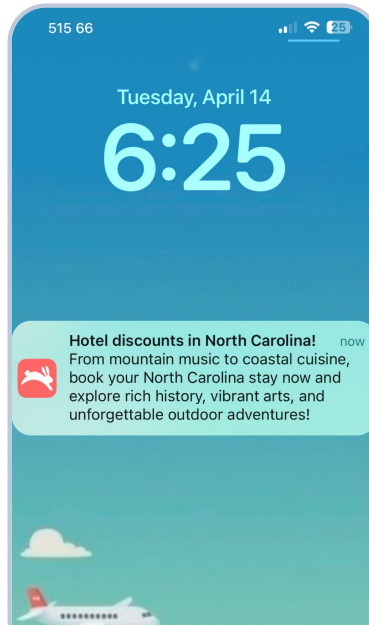
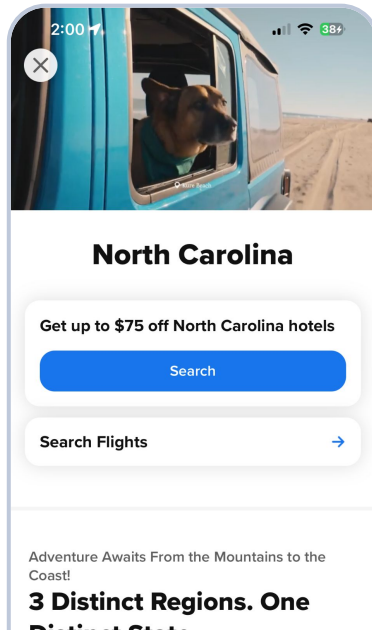
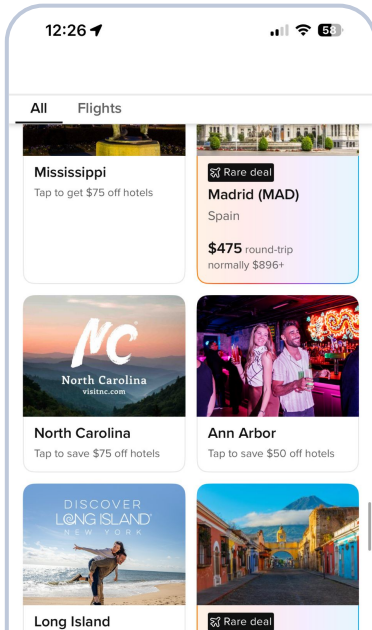


**Destination Tile**  
6K + 500 Value Add Clicks

**Microsite**  
Value Add worth \$20K

**Push Notifications**  
50K + 5K Value Add Notifications

**Shoppable Video**  
500K Impressions



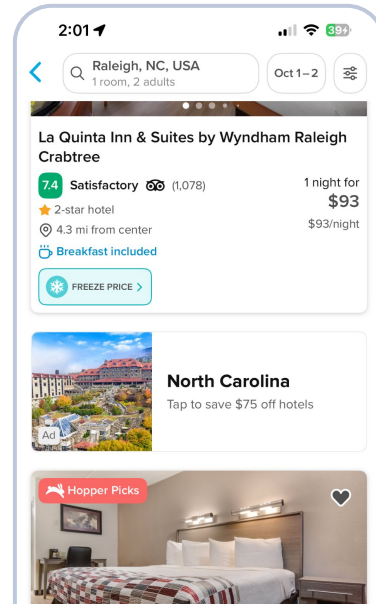
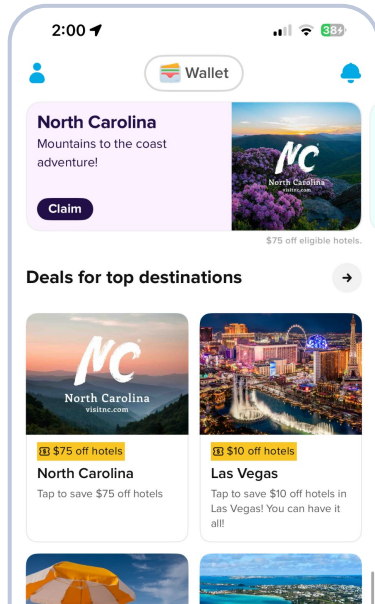
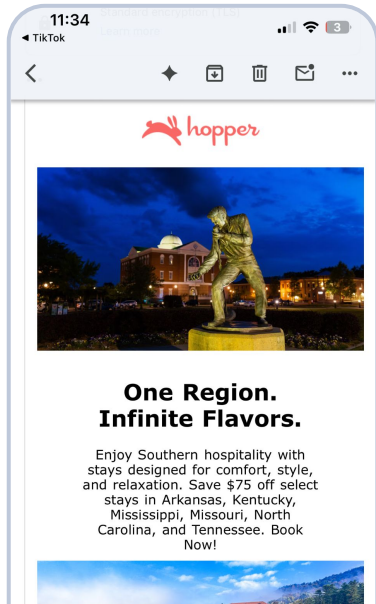


# Placement Overview



**Dedicated Email**  
10K Emails Value Add

**Hopper Display**  
400K Value Add Impressions





## CAMPAIGN RESULTS

# Media Performance

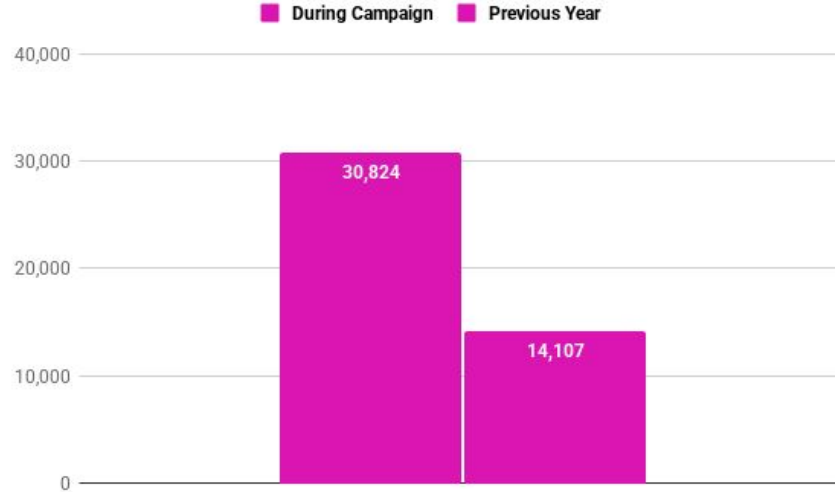
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	4,070,526	45,118	1.1%	0.5%
Push Notifications	70,203	427	0.6%	0.5%
Shoppable Video	552,147	5,667	1.0%	1%
Dedicated Email	10,585	6,889	65%	45%
Hopper Display	1,472,820	1,405	-	-



## CAMPAIGN RESULTS

# 119% Increase in Hotel Search

North Carolina Hotel search during the campaign was 30,824 vs 14,107 in the previous year, a 119% increase



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



## CAMPAIGN RESULTS

# Impact Summary

## BY THE NUMBERS

**6.1M**

Impressions

**59,506**

Overall Clicks

**+119%**

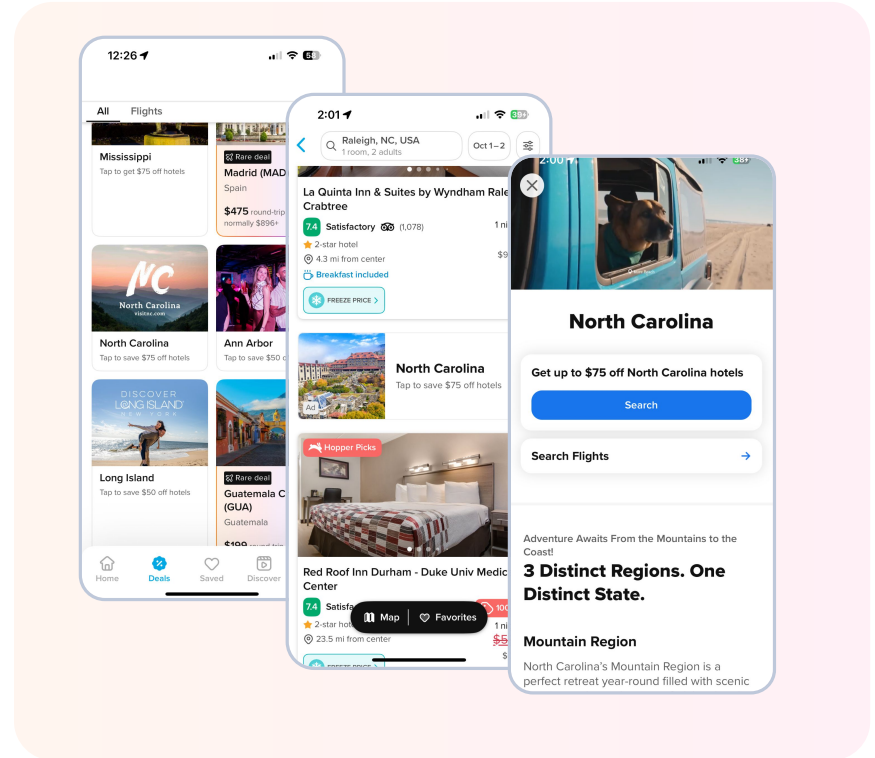
Increase in Hotel Search

**+20%**

Increase in Hotel Conversion

**0.7%**

Blended CTR





# Insights and Next Steps

## What Worked



- Campaign delivered strong full-funnel performance, from awareness to conversion
- Search growth (+119%) confirms strong impact on user consideration
- Conversion lift (+20%) shows improved efficiency in turning demand into bookings
- Balanced performance across placements enabled both reach and engagement
- High-performing formats (email, video) drove strong interaction and engagement

## What to Optimize



- Opportunity to further increase engagement efficiency across deal tile.
- Continue improving alignment between demand generation and booking conversion

## What to Add

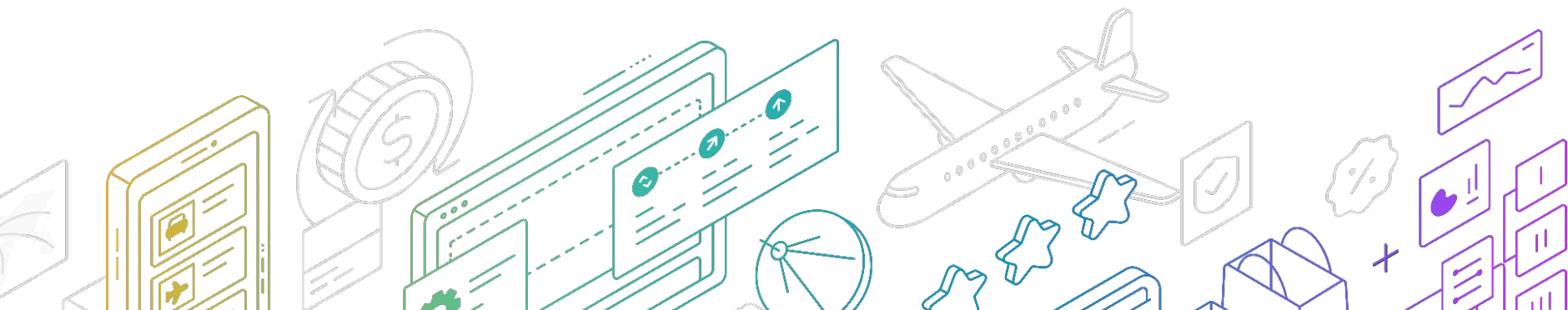


- Increase emphasis on high-intent placements (push) to drive stronger booking outcomes.
- Continue leveraging high-performing formats (email, video) to sustain engagement
- Maintain always-on visibility to support consistent demand and conversion growth

LEARN MORE

[hts.hopper.com](https://hts.hopper.com)

Thank you!



# Travel South Raleigh Campaign Report

**DATES:** September - March 2026

**GOAL:** Drive Awareness and Engagement to Raleigh from Canada

**CONTACT:** Lindsey Ross - [lross@hopper.com](mailto:lross@hopper.com)





Travel South Raleigh

# Executive Summary

Campaign goal: drive awareness and engagement to Raleigh from Canadian users



## Campaign Dates

9/1/25- 3/1/26



## Campaign Budget

\$5,000



## Key Successes

- Delivered 1.7M impressions and 6,048 clicks, driving strong reach and traffic
- Drove +335% increase in hotel search (7,592 vs. 1,744 YoY), the highest demand growth across campaigns
- Campaign successfully generated significant user interest and consideration

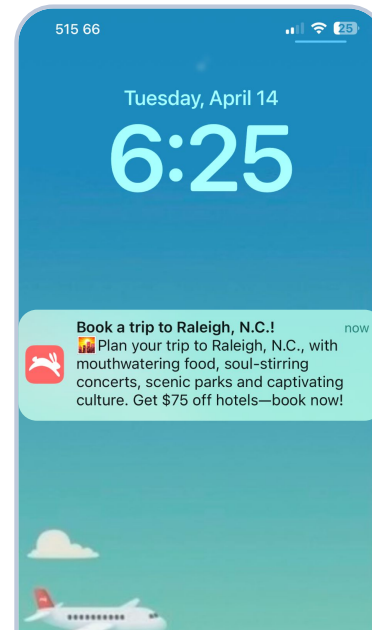
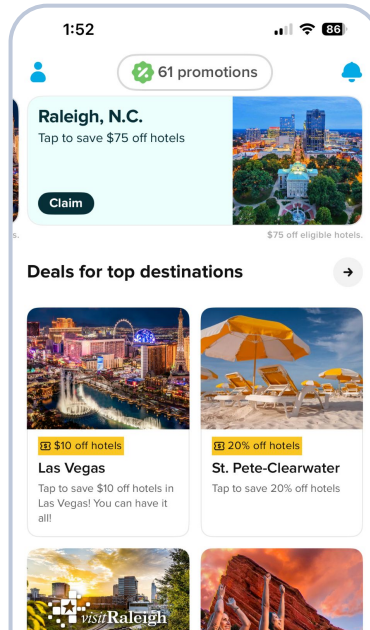
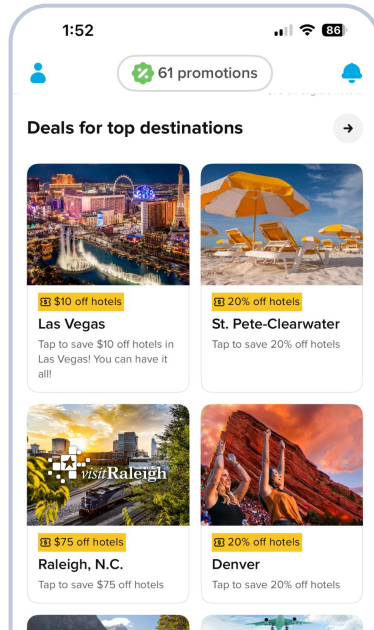
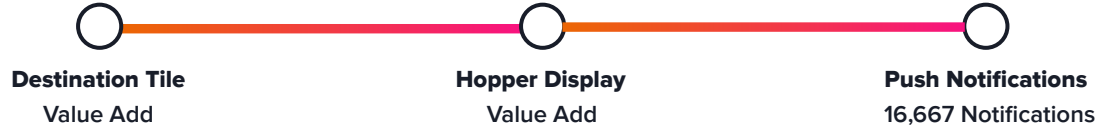


## Opportunities

- Improve engagement efficiency across high-reach placements
- Strengthen conversion from significant demand generated
- Optimize balance between scale and interaction quality



# Placement Overview





## CAMPAIGN RESULTS

# Media Performance

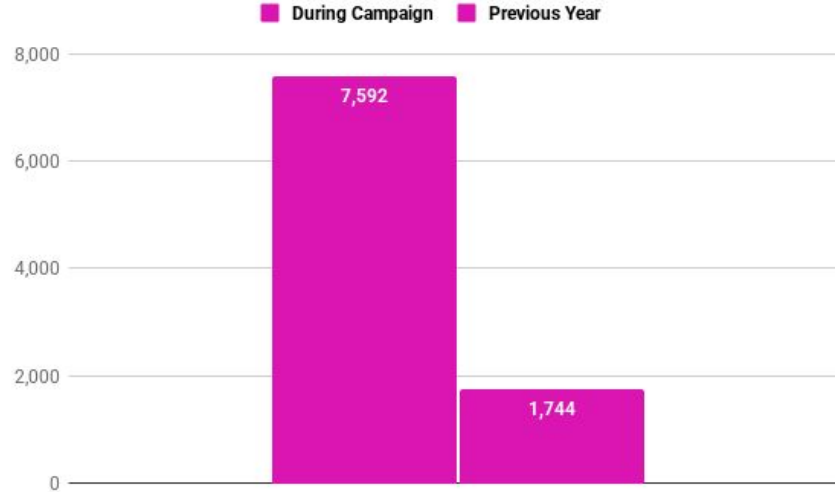
	<b>Impressions</b>	<b>Clicks</b>	<b>CTR</b>	<b>CTR (Benchmark)</b>
Deal Tile	1,644,121	5,731	0.4%	0.5%
Push Notifications	63,030	317	0.5%	0.5%



## CAMPAIGN RESULTS

# 335% Increase in Hotel Search

Raleigh Hotel search during the campaign was 7,592 vs 1,744 in the previous year, a 335% increase



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



## CAMPAIGN RESULTS

# Impact Summary

## BY THE NUMBERS

# 1.7M

Impressions

# 6,048

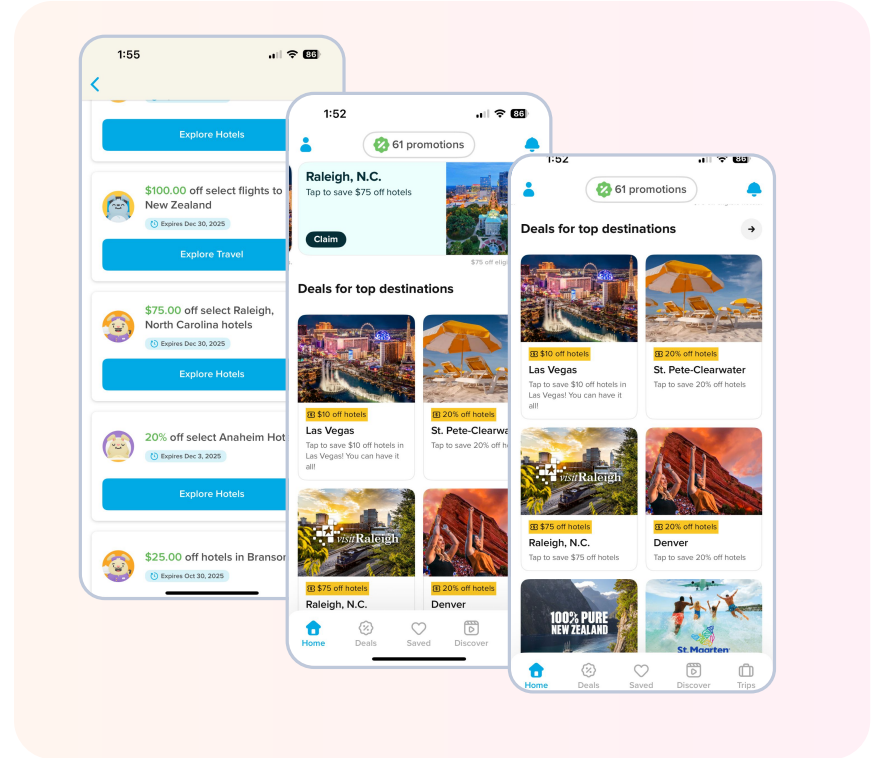
Overall Clicks

# +335%

Increase in Hotel Search

# 0.4%

Blended CTR





# Insights and Next Steps

## What Worked



- Campaign delivered strong scale (1.7M impressions), expanding reach significantly
- Strong search growth (+335%) indicates positive impact on user demand
- Campaign effectively drove users into the consideration stage (search behavior)

## What to Optimize



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

## What to Add



- Strengthen lower-funnel pathways to better capture demand

LEARN MORE

[hts.hopper.com](https://hts.hopper.com)

Thank you!

