

# Travel South Tennessee Campaign Report

**DATES:** September - March 2026

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

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





Travel South Tennessee

# Executive Summary

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



## Campaign Dates

9/1/25- 3/1/26



## Campaign Budget

\$25,000



## Key Successes

- Delivered 4.7M impressions and 58,419 clicks, driving targeted reach and engagement.
- Achieved 1.42% blended CTR.
- Increased conversion rate by 20%, demonstrating significant improvement in booking efficiency.
- Campaign effectively drove high-quality user engagement leading to stronger conversion outcomes



## Opportunities

- Scale campaign reach while maintaining strong engagement efficiency
- Continue focusing on high-intent user interactions to sustain conversion growth
- Expand high-performing placements to increase volume without sacrificing quality



# Placement Overview

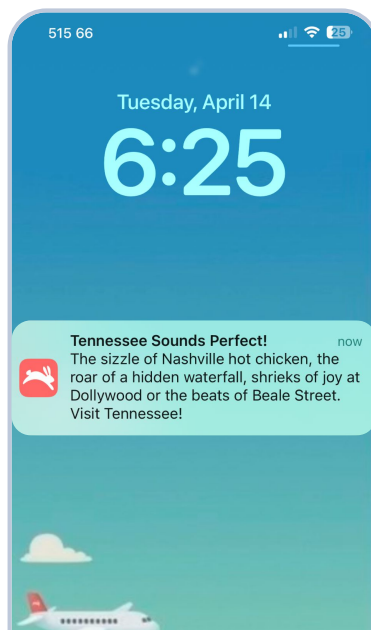
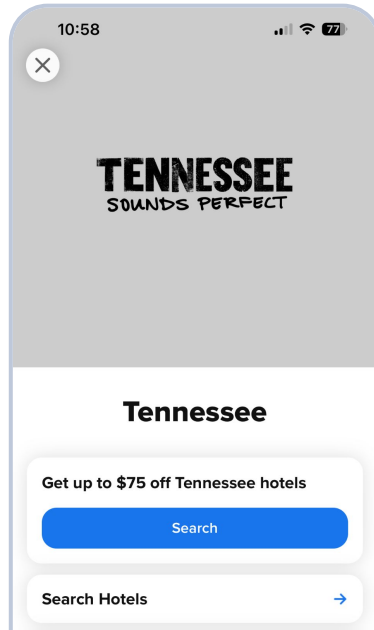
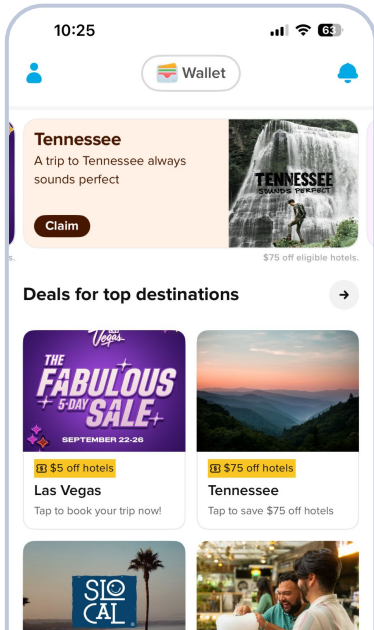


**Destination Tile**  
6K + 500 Value Add Clicks

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

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

**Shoppable Video**  
500K Impressions



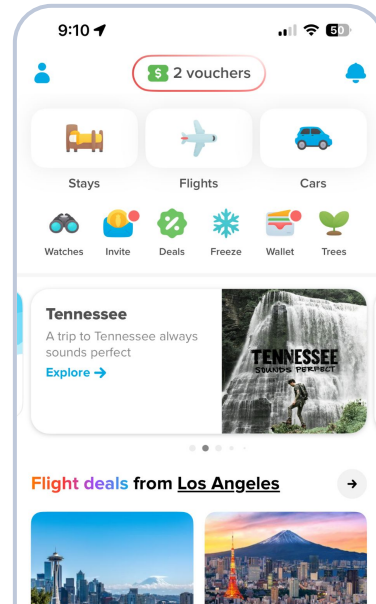
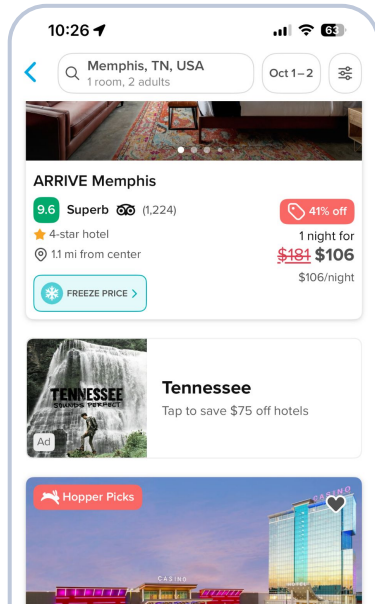
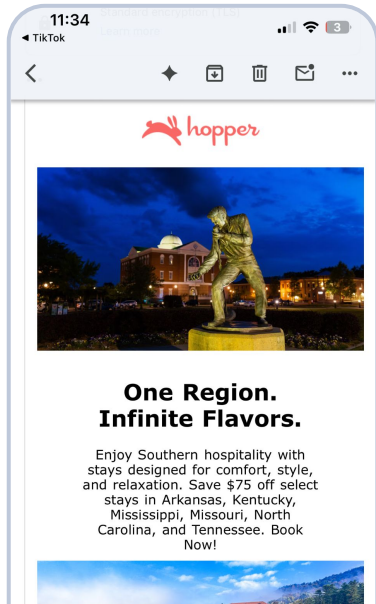


# Placement Overview



**Dedicated Email**  
10K Emails Value Add

**Hopper Display**  
400K Value Add Impressions





## CAMPAIGN RESULTS

# Media Performance

	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	3,776,821	45,060	1.2%	1%
Push Notifications	56,956	359	0.6%	0.5%
Shoppable Video	567,188	5,817	1.0%	1%
Dedicated Email	10,866	6,348	58.4%	45%
Hopper Display	332,372	745	-	-



CAMPAIGN RESULTS

# Impact Summary

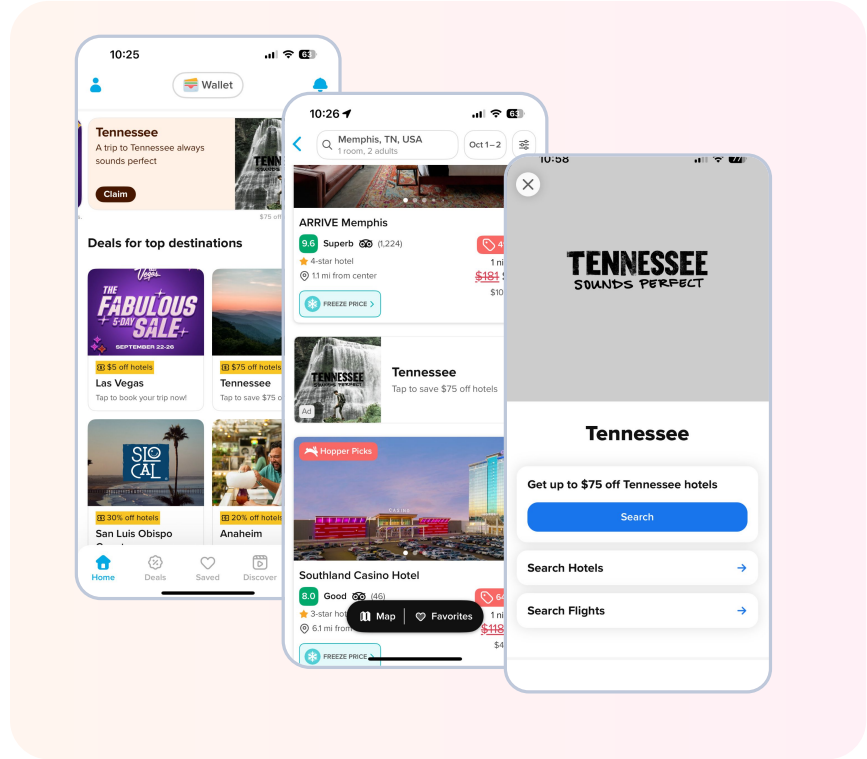
BY THE NUMBERS

**4.7M**  
Impressions

**58,419**  
Overall Clicks

**1.42%**  
Blended CTR

**+20%**  
Increase in Hotel Conversion





# Insights and Next Steps

## What Worked



- Significant conversion lift (+88%) indicates strong efficiency in turning engagement into bookings
- High-performing placements (email, video) drove strong user interaction
- Campaign successfully attracted higher-intent users, leading to better conversion outcomes

## What to Optimize



- Opportunity to increase reach while maintaining efficiency
- Opportunity to balance volume growth with strong engagement performance
- Refine scaling strategy to preserve high-quality traffic

## What to Add

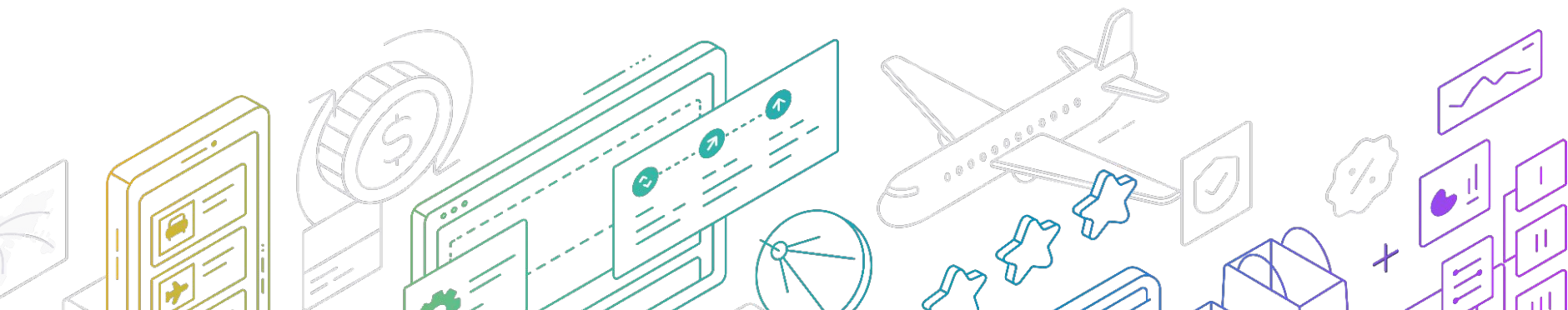


- Scale high-performing placements (video, email, push) to increase reach
- Maintain focus on high-intent user engagement
- Expand campaign reach while preserving conversion efficiency

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Thank you!



# Travel South Nashville Campaign Report

**DATES:** September - March 2026

**GOAL:** Drive Awareness and Engagement to Nashville

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





Travel South Nashville

# Executive Summary

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



## Campaign Dates

9/1/25- 3/1/26



## Campaign Budget

\$15,000



## Key Successes

- Delivered 1.2M impressions and 15,933 clicks, driving strong reach and engagement
- Achieved 1.4% blended CTR, significantly exceeding engagement benchmarks across placements
- Drove +19% increase in hotel search (59,672 vs. 50,231 YoY), indicating steady demand growth

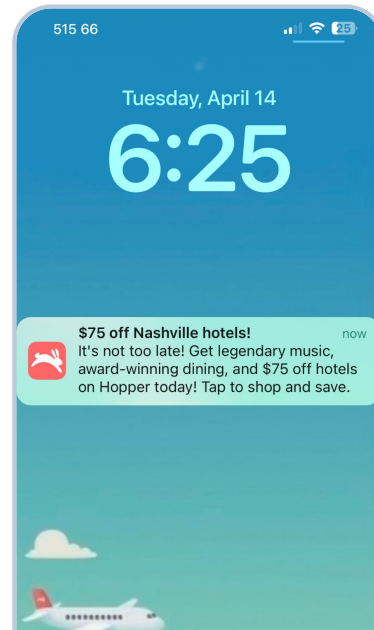
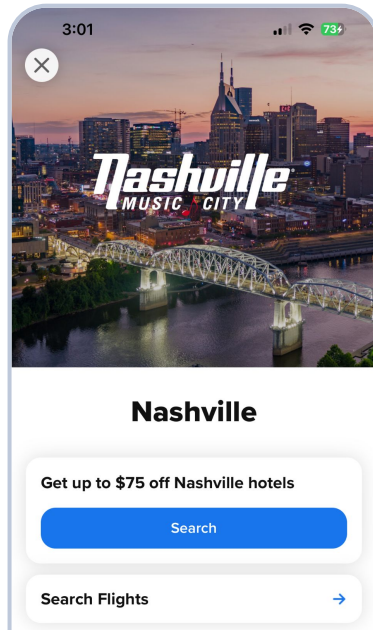
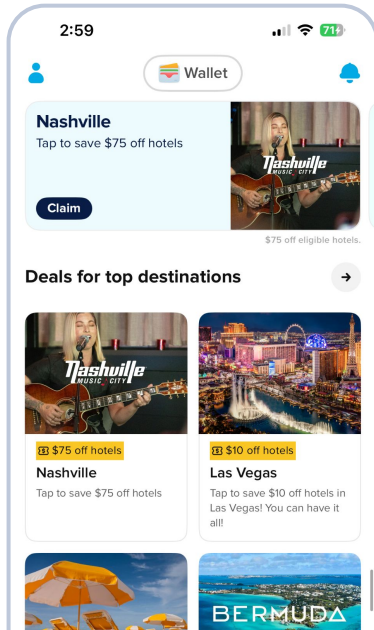


## Opportunities

- Improve conversion efficiency by optimizing post-click experience



# Placement Overview





## CAMPAIGN RESULTS

# Media Performance

All the campaign products generated results above benchmark

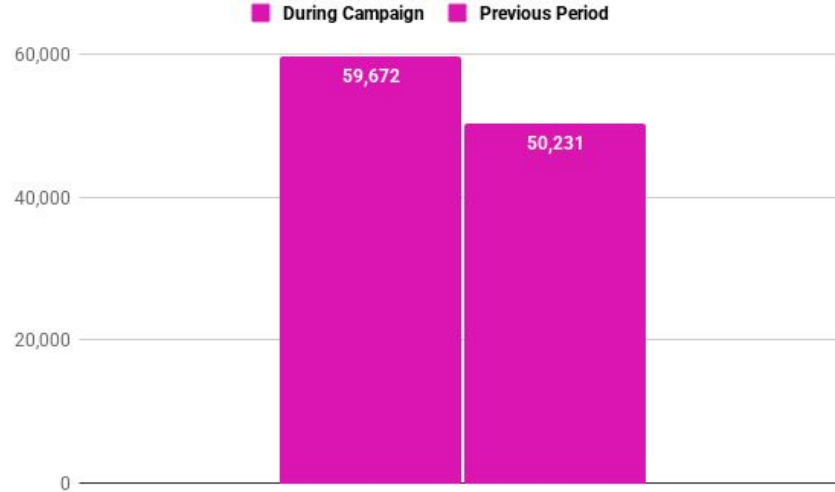
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile	1,116,967	15,578	1.4%	0.5%
Push Notifications	62,438	355	0.6%	0.5%



## CAMPAIGN RESULTS

# 19% Increase in Hotel Search

Raleigh Hotel search during the campaign was 59,672 vs 50,231 in the previous period, a 18.8% increase



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



## CAMPAIGN RESULTS

# Impact Summary

## BY THE NUMBERS

## 1.2M

Impressions

## 15,933

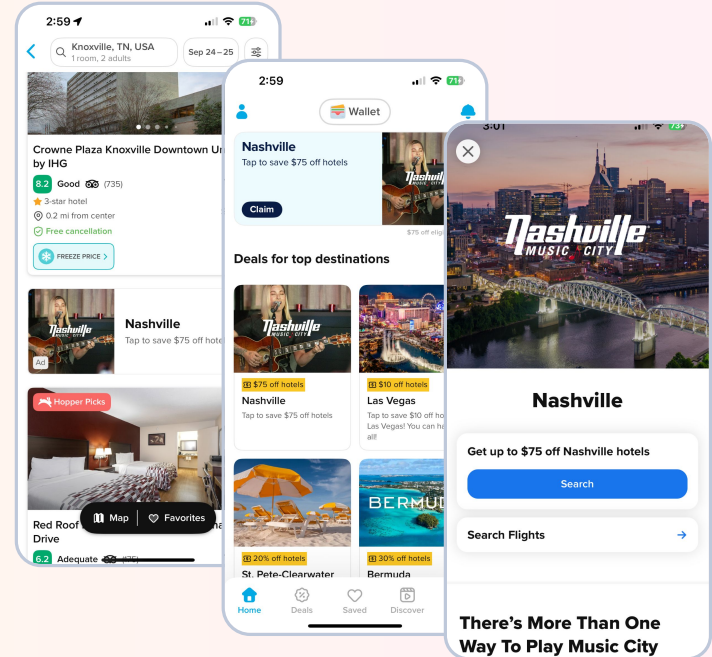
Overall Clicks

## +19%

Increase in Hotel Search

## 1.4%

Blended CTR





# Insights and Next Steps

## What Worked



- Campaign delivered strong engagement (1.4% CTR), exceeding benchmarks across all placements
- All placements performed above benchmark, indicating strong creative and audience alignment within the Canadian market
- Search increased by +19% (59,672 vs. 50,231), showing steady demand growth from targeted users
- Campaign successfully drove high-quality traffic into the consideration stage

## What to Optimize



- Despite strong engagement, there is an opportunity to improve conversion efficiency within the Canadian audience
- High user interaction is not fully translating into booking outcomes, indicating drop-off post-click
- Opportunity to refine the post-click experience and booking journey to better capture existing demand

## What to Add



- Further Strengthen retargeting via push notifications for Canadian users who engaged but did not book

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Thank you!

