

Travel South - Arkansas Campaign Report

DATES: September - February 2026

GOAL: Drive Awareness and Engagement to Arkansas from Canada

CONTACT: Lindsey Ross - lross@hopper.com





Travel South Campaign - Arkansas

Executive Summary

Campaign goal: drive awareness and engagement to Arkansas from the Canadian Market



Campaign Dates

9/1/25- 3/1/26



Campaign Budget

\$25,000



Key Successes

- Delivered 4.9M impressions and 45,968 clicks, driving strong reach and engagement across placements.
- Drove +18% increase in hotel search (4,817 vs. 4,082 YoY), indicating strong lift in user intent.
- High-performing placements such as email (63.8% CTR) and video (1.92% CTR) significantly outperformed benchmarks



Opportunities

- Maintain strong visibility to sustain growth in search and demand.
- Continue leveraging high performing placement like Audience Extension to maximize reach and engagement.



Placement Overview

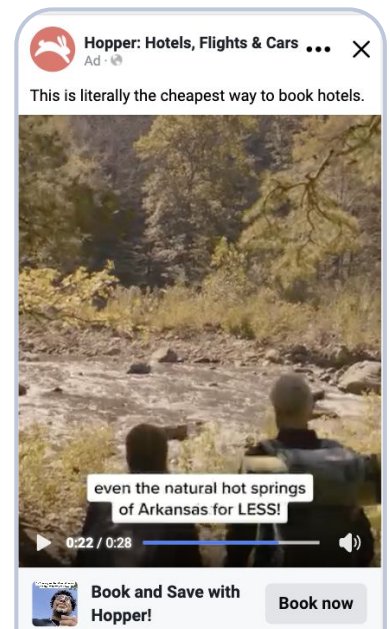
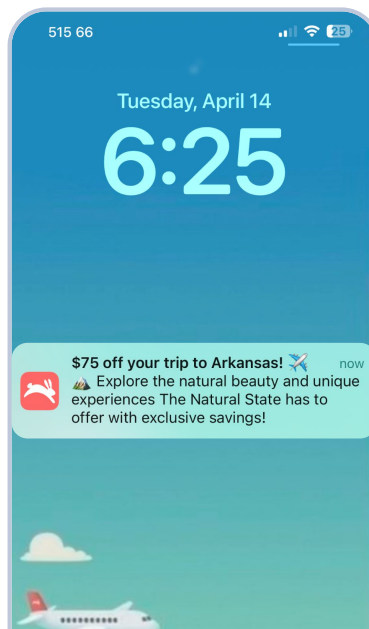
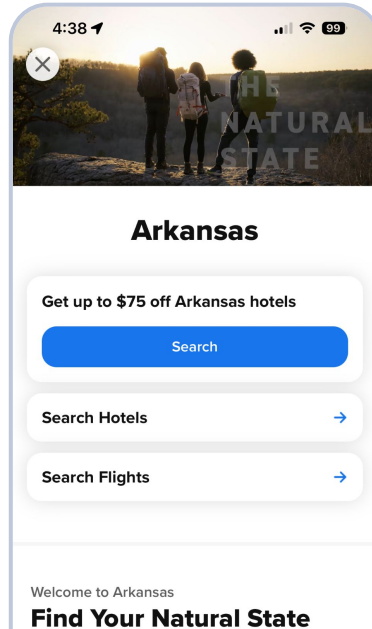
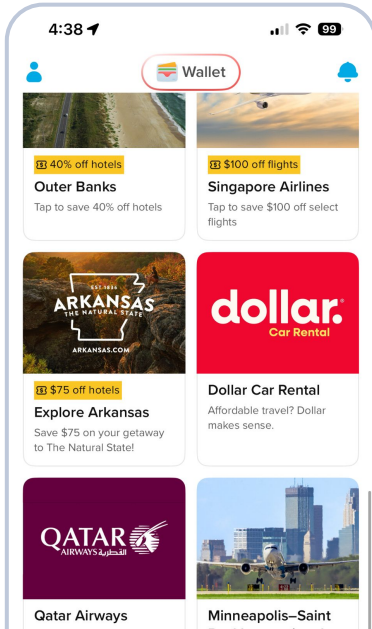


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions





CAMPAIGN RESULTS

Media Performance

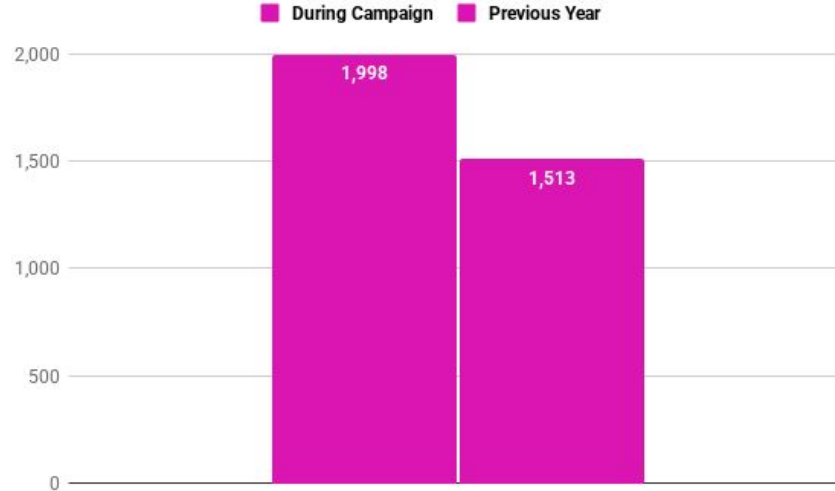
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	3,571,027	23,320	0.7%	0.5%
Push Notifications	65,464	505	0.8%	0.5%
Shoppable Video	761,531	14,591	1.9%	1%
Dedicated Email	11,645	7,432	63.82%	45%
Hopper Display	577,771	120	-	-



CAMPAIGN RESULTS

32% Increase in Hotel Search

Arkansas Hotel search during the campaign was 1,998 vs 1,513 in the previous year, a 32.06% increase



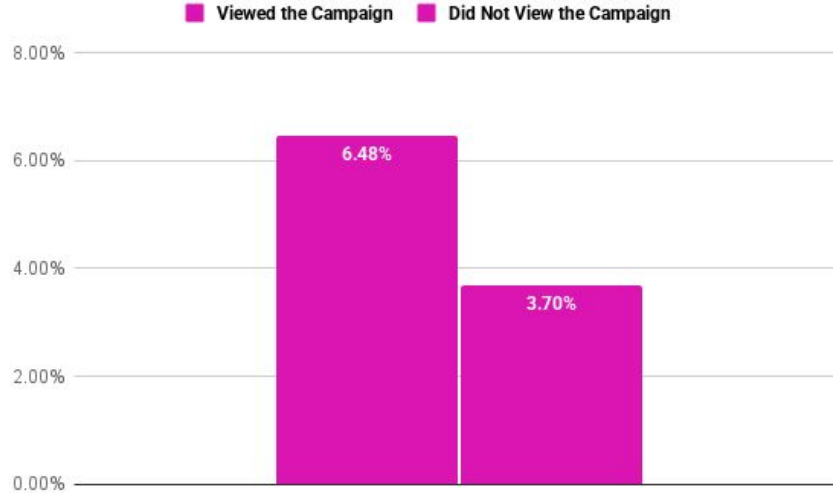
Action: Maintain always-on visibility to sustain growth in hotel search and demand.



CAMPAIGN RESULTS

75% Increase in Hotel Conversion

Arkansas recorded a 6.48% conversion rate among users who viewed the campaign, compared to 3.7% among those who did not, a 75.1% increase.



Action: Leverage high-intent placements to continue driving conversion growth.



CAMPAIGN RESULTS

Impact Summary

BY THE NUMBERS

4.9M

Impressions

45,968

Overall Clicks

+32%

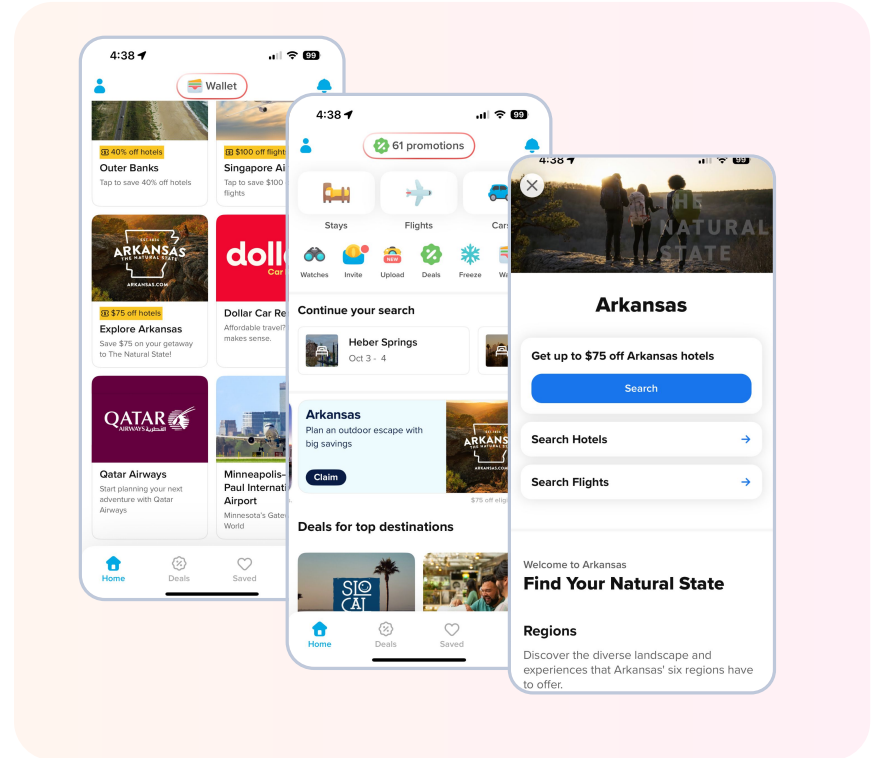
Increase in Hotel Search

+75%

Increase in Hotel Conversion

2.2%

Blended CTR





Insights and Next Steps

What Worked



- Email and video placements delivered standout engagement.
- Campaign drove +18% increase in search, confirming strong impact on user intent.

What to Optimize



- Strong engagement presents an opportunity to further convert demand into bookings.
- Opportunity to strengthen alignment between engagement and conversion outcomes.

What to Add



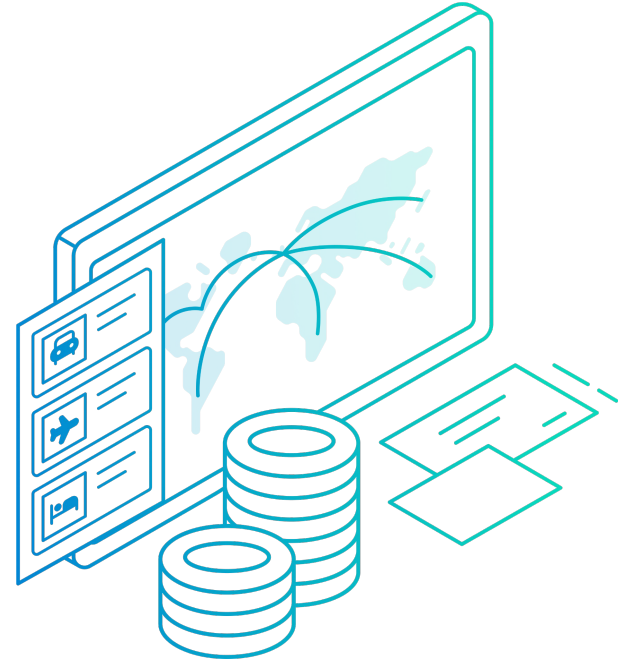
- Continue leveraging high-performing placements (email, video) to sustain engagement.
- Maintain an always-on presence to sustain gains in awareness, search, and conversion.

Travel South Kentucky Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Kentucky from Canada

CONTACT: Lindsey Ross - lross@hopper.com





Travel South Kentucky

Executive Summary

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



Campaign Dates

9/1/25- 3/1/26



Campaign Budget

\$25,000



Key Successes

- Delivered 6.6M impressions and 59,484 clicks, driving strong reach and engagement across placements.
- Achieved CTR performance at or above benchmarks across all placements, with email (63.8%) and push (0.7%).
- Increased conversion rate by 79%, showing accelerated conversion performance at scale.
- High-impact placements such as video and email contributed to strong engagement and incremental reach



Opportunities

- Leverage strong scale to further maximize conversion efficiency
- Increase focus on high-intent user engagement to capture demand more effectively
- Continue scaling high-performing placements to sustain demand growth at volume



Placement Overview

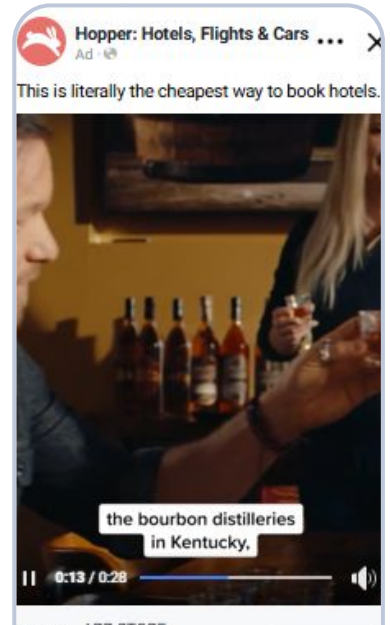
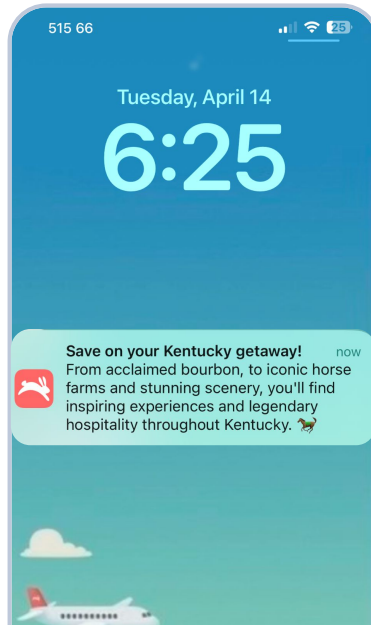
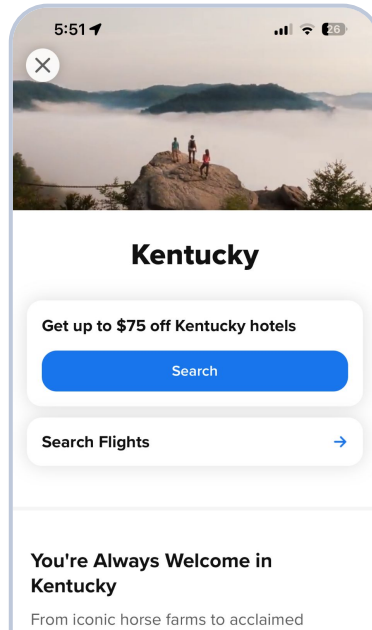
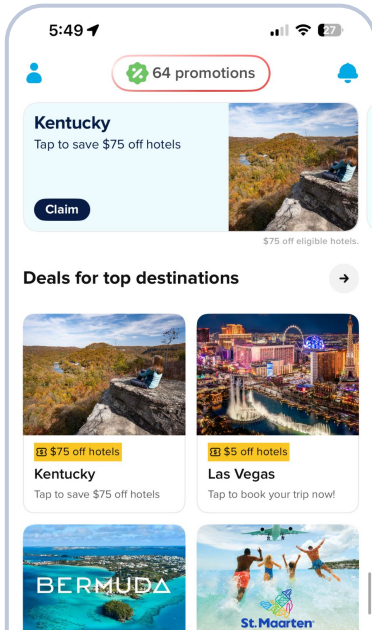


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions



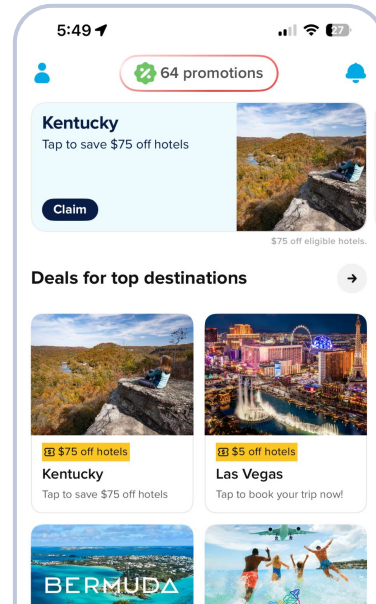
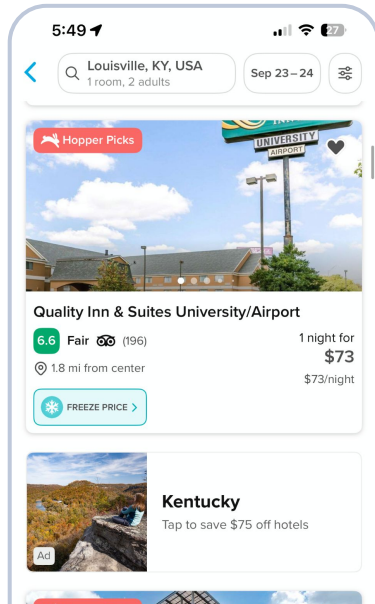
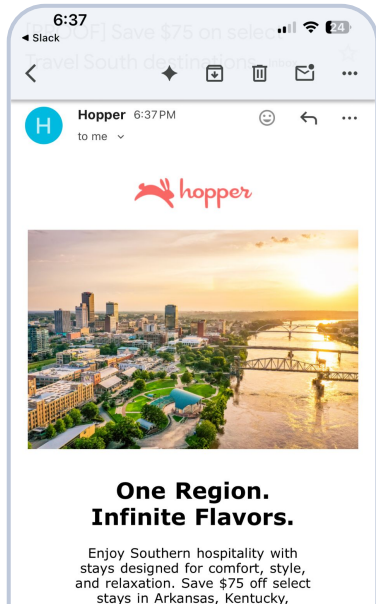


Placement Overview



Dedicated Email
10K Emails Value Add

Hopper Display
400K Value Add Impressions





CAMPAIGN RESULTS

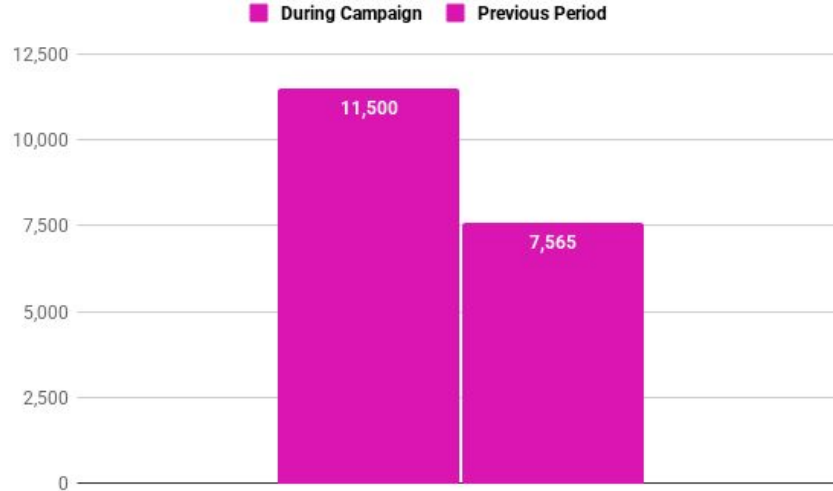
Media Performance

	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	4,194,775	43,686	1.0%	0.5%
Push Notifications	61,410	403	0.7%	0.5%
Shoppable Video	577,511	6,191	1.07%	1%
Dedicated Email	11,645	7,432	63.8%	45%
Hopper Display	1,850,234	1,772	-	-

**CAMPAIGN RESULTS**

52% Increase in Hotel Search

Kentucky Hotel search during the campaign was 11,500 vs 7,565 in the previous year, a 52.02% increase



Action: Maintain always-on visibility to sustain growth in hotel search and demand.



CAMPAIGN RESULTS

Impact Summary

BY THE NUMBERS

6.6M

Impressions

59,484

Overall Clicks

+52%

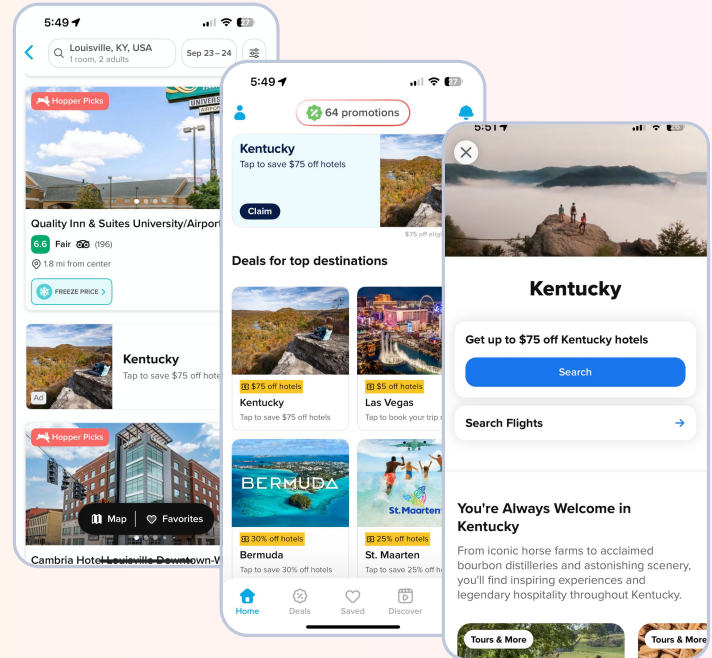
Increase in Hotel Search

+79%

Increase in Hotel Conversion

0.6%

Blended CTR





Insights and Next Steps

What Worked



- Campaign successfully delivered large-scale reach (3.1M impressions), significantly expanding awareness.
- Search demand increased by +52%, confirming strong influence on user consideration.
- Conversion rate improved by +79%, demonstrating strong ability to convert demand at scale.
- Multi-placement strategy enabled both broad reach and downstream performance.

What to Optimize



- Strong scale presents an opportunity to improve efficiency of conversion at higher volumes.
- Balance high-reach placements with high-intent engagement to maximize performance.

What to Add



- Continue scaling video and display placements to maintain strong reach
- Strengthen conversion pathways to maximize return from high traffic volume

Travel South Mississippi Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Mississippi from Canada

CONTACT: Lindsey Ross - lross@hopper.com





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

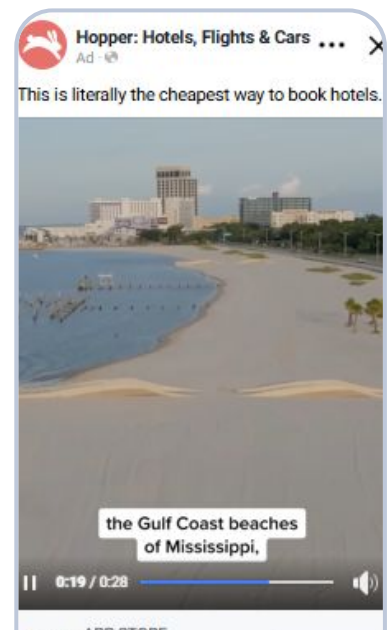
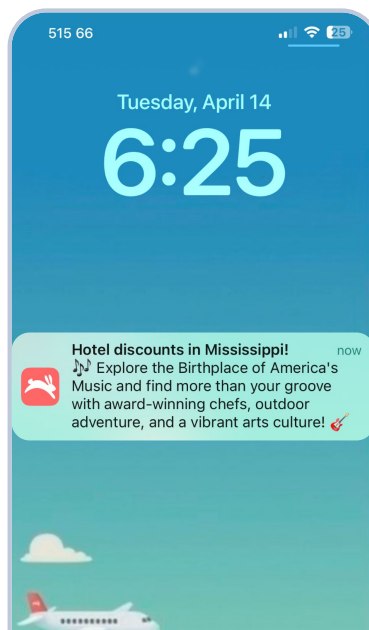
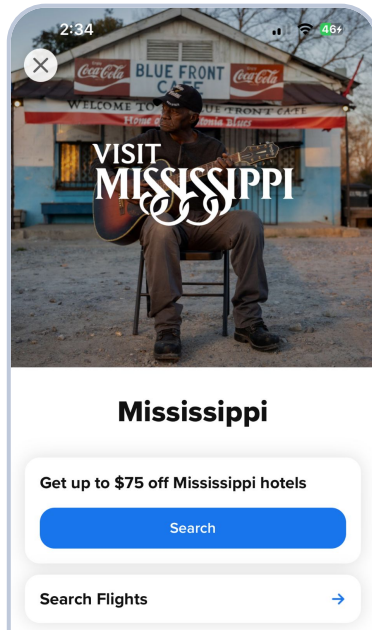
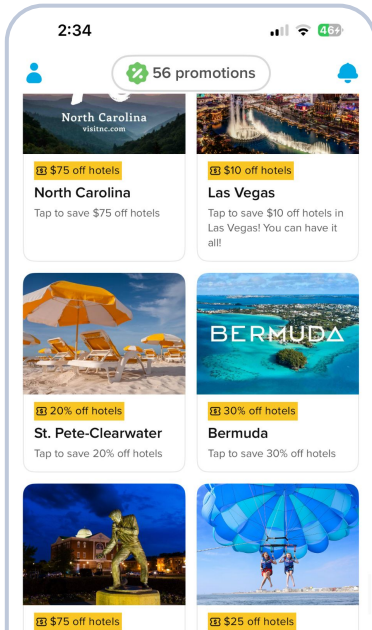


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions



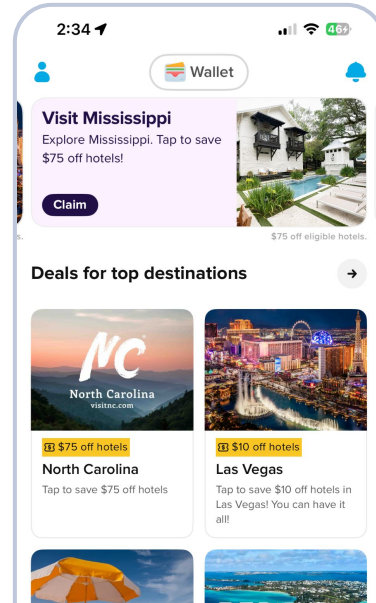
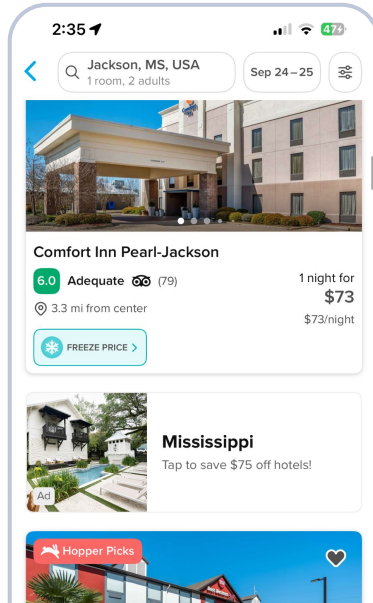
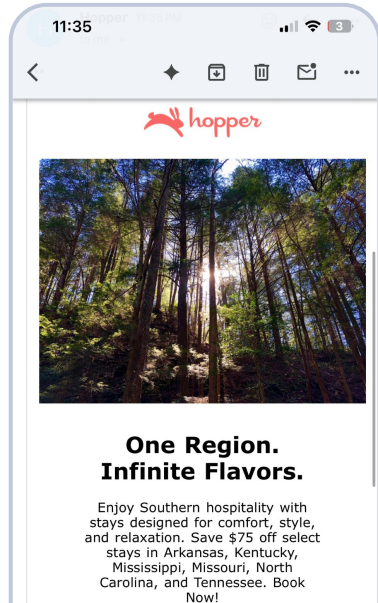


Placement Overview



Dedicated Email
10K Emails Value Add

Hopper Display
400K Value Add Impressions





CAMPAIGN RESULTS

Media Performance

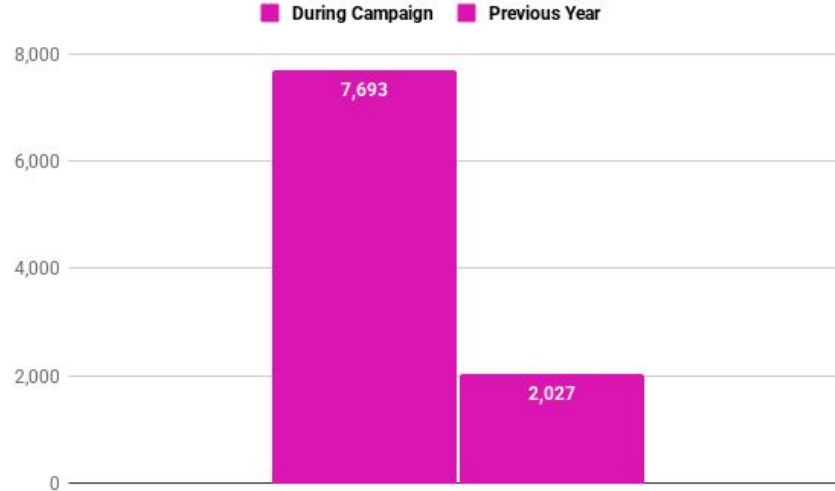
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	3,570,504	47,023	1.3%	0.5%
Push Notifications	70,004	321	0.5%	0.5%
Shoppable Video	548,732	5,631	1.0%	1%
Dedicated Email	10,585	6,889	65.1%	45%
Hopper Display	414,526	322	-	-



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%

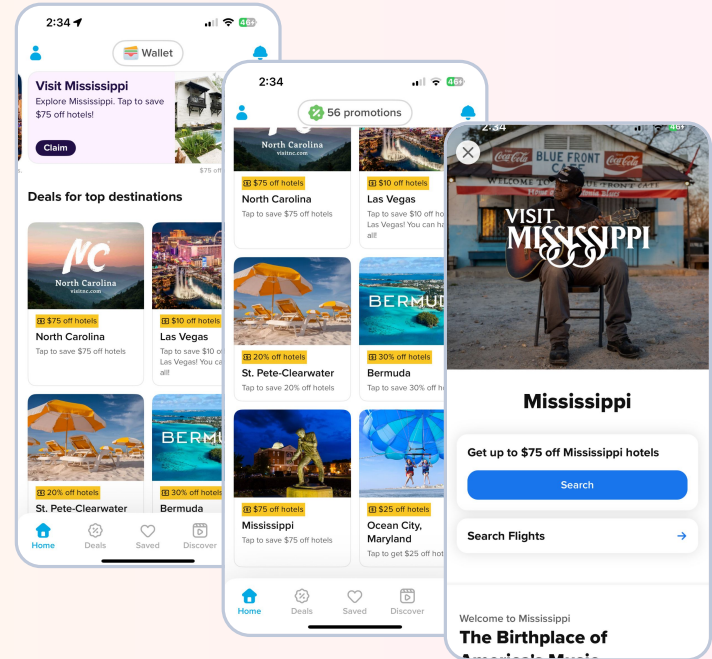
Increase in Hotel Search

+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.

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.

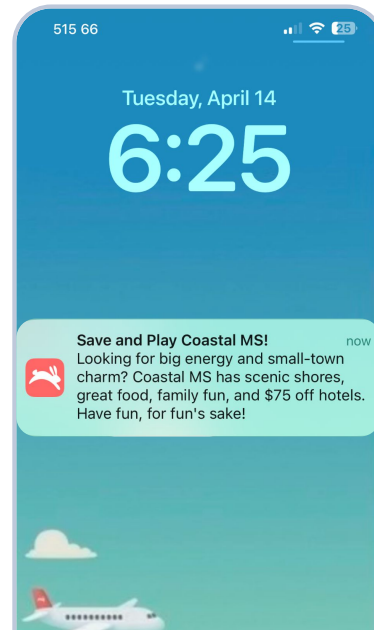
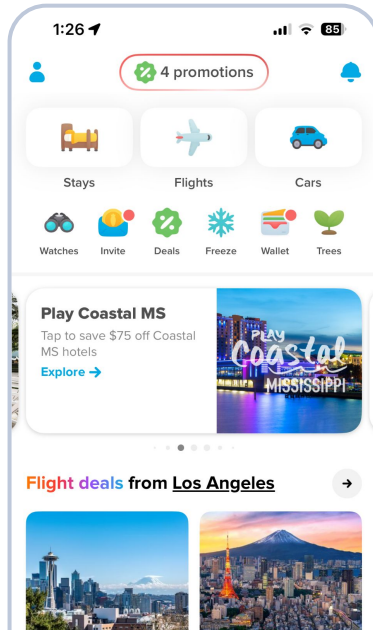
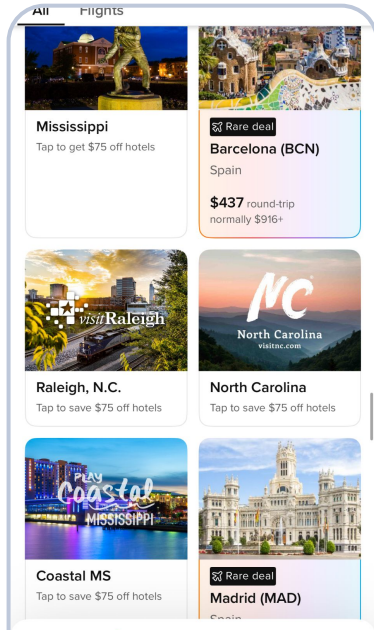
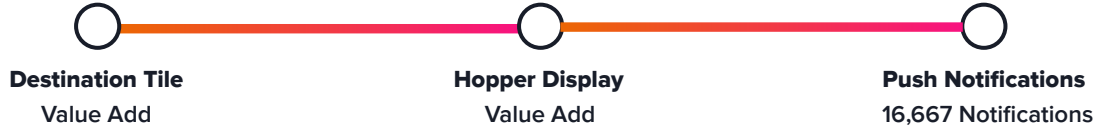


Opportunities

- 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

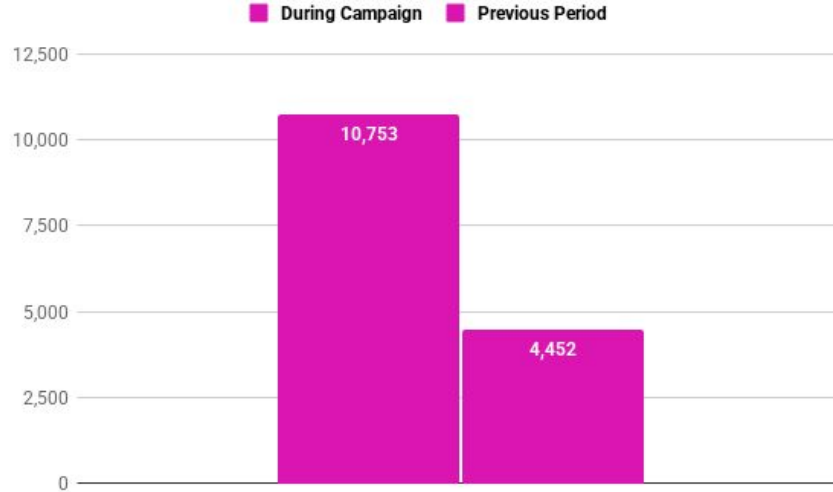
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile	415,218	3,246	0.8%	0.5%
Push Notifications	62,980	311	0.5%	0.5%



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%

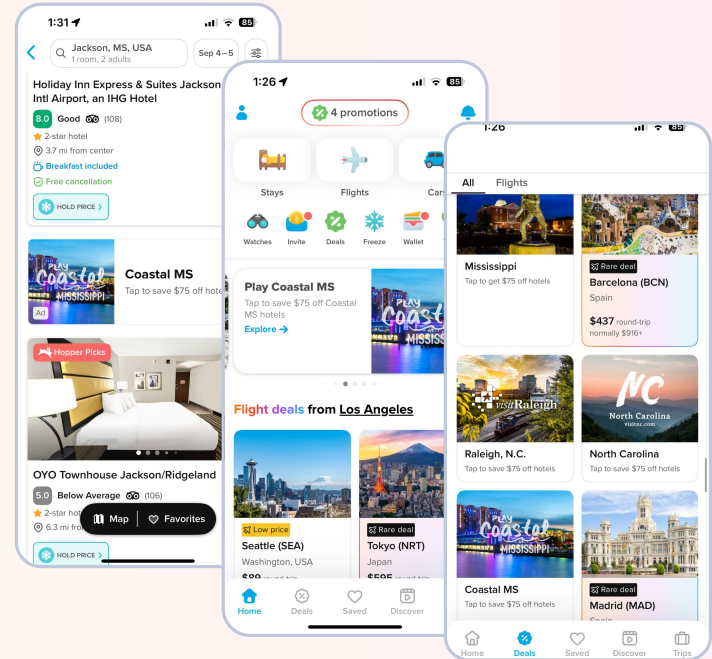
Increase in Hotel Search

+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

Travel South Missouri Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Missouri from Canada

CONTACT: Lindsey Ross - lross@hopper.com





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

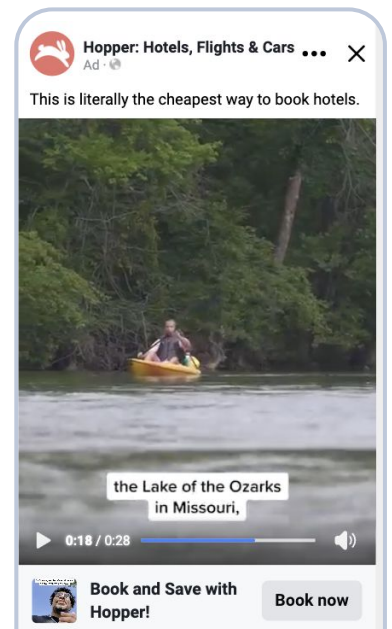
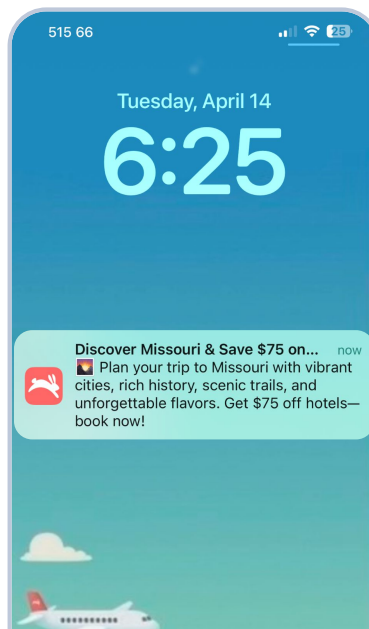
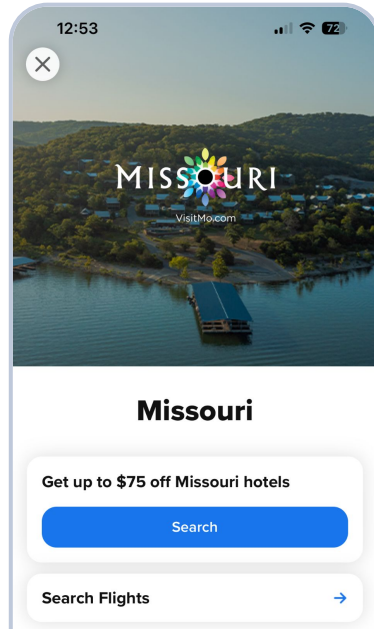
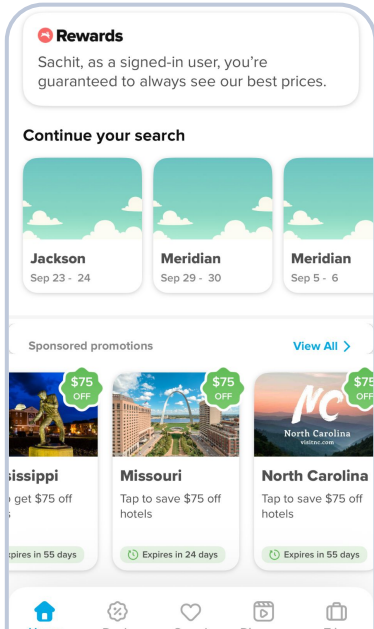


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions



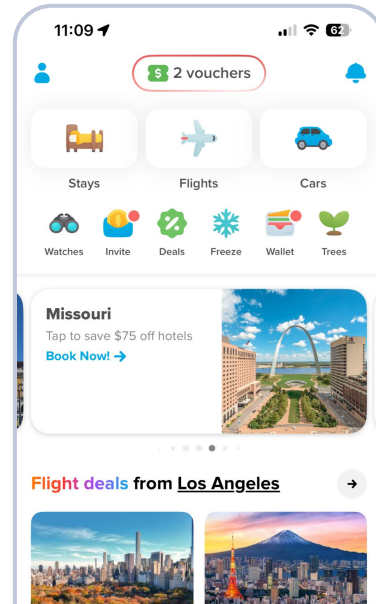
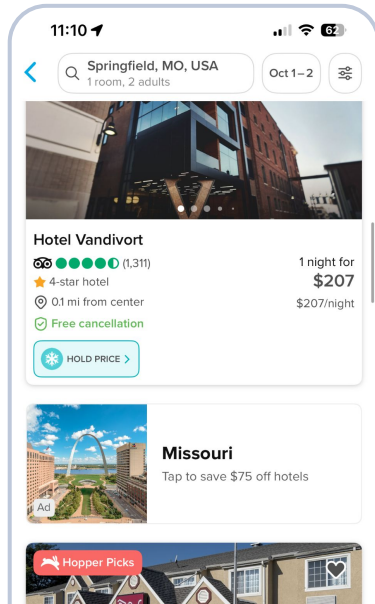
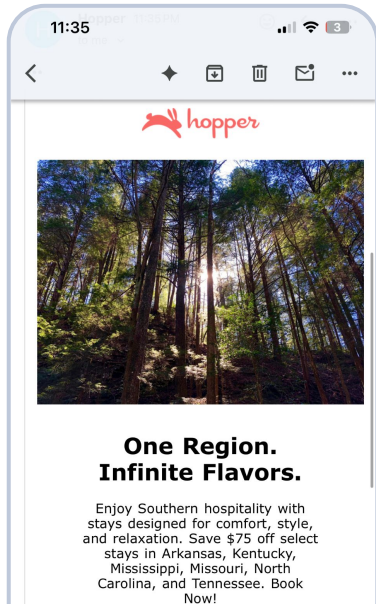


Placement Overview



Dedicated Email
10K Emails Value Add

Hopper Display
400K Value Add Impressions





CAMPAIGN RESULTS

Media Performance

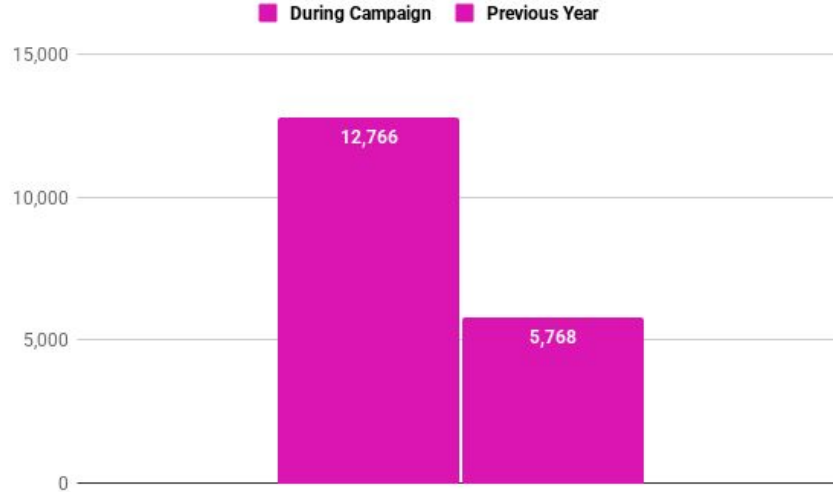
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	4,130,383	38,884	0.9%	0.5%
Push Notifications	62,181	315	0.5%	0.5%
Shoppable Video	563,918	5,788	1.0%	1%
Dedicated Email	10,866	6,348	58.4%	45%
Hopper Display	2,151,045	3,275	-	-



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%

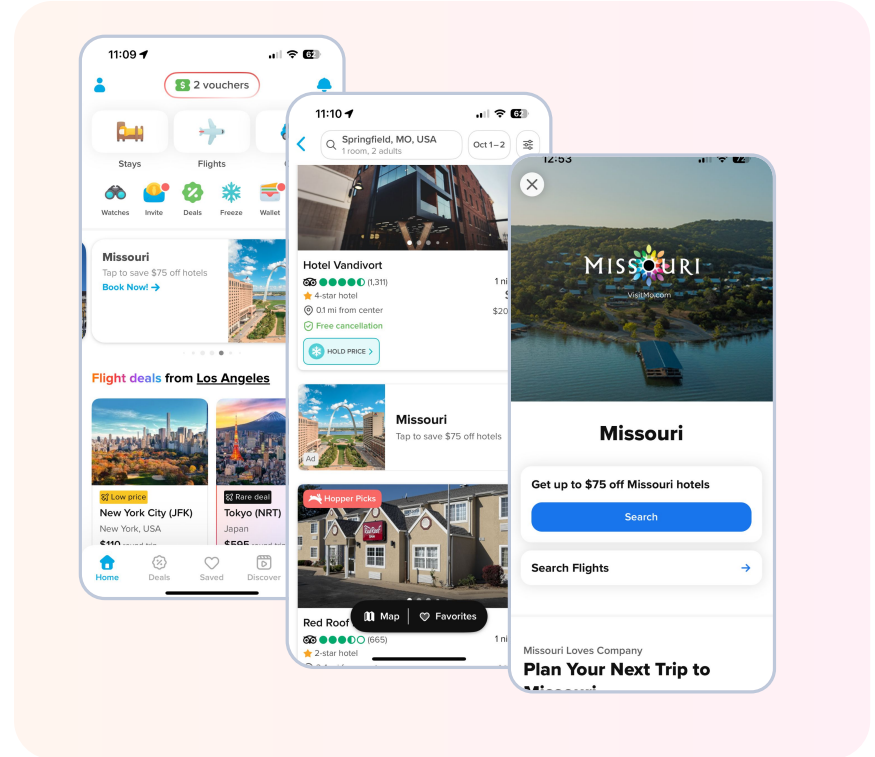
Increase in Hotel Search

+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

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)

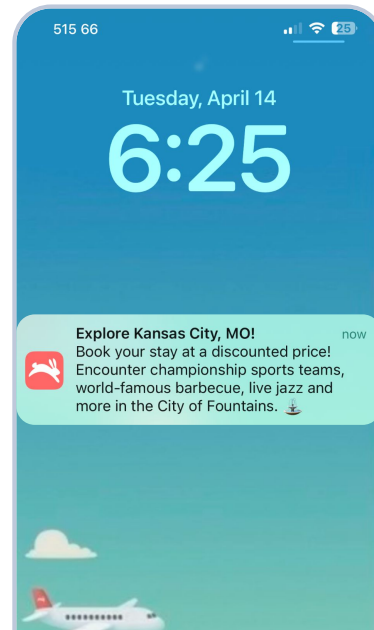
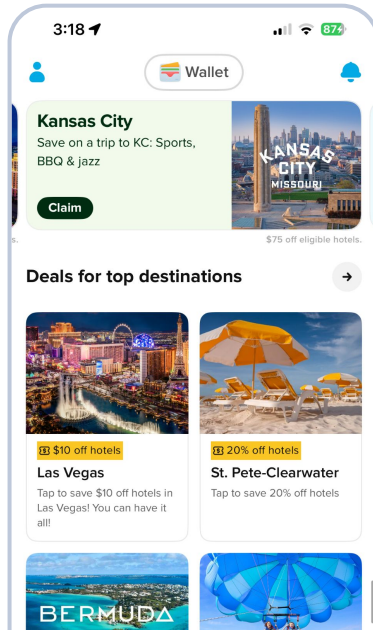
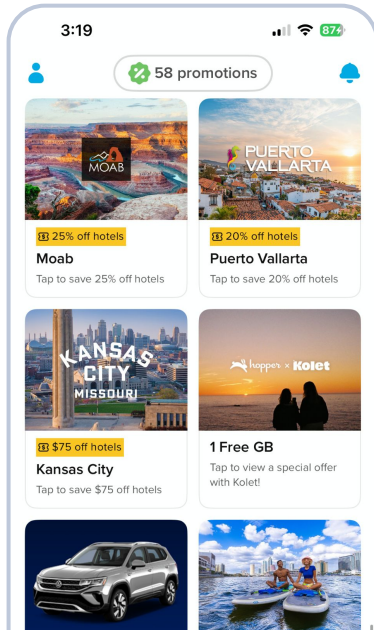
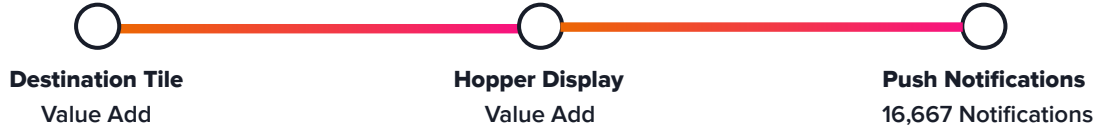


Opportunities

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



Placement Overview





CAMPAIGN RESULTS

Media Performance

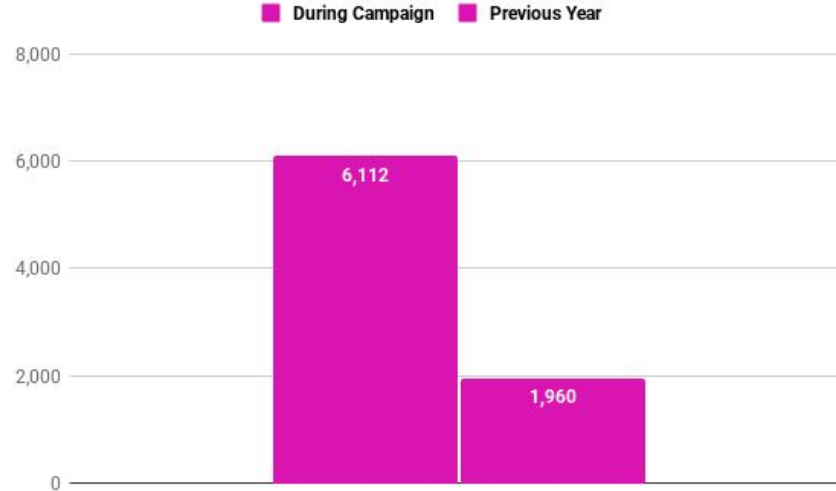
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile	808,426	4,446	0.5%	0.5%
Push Notifications	55,163	274	0.5%	0.5%



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

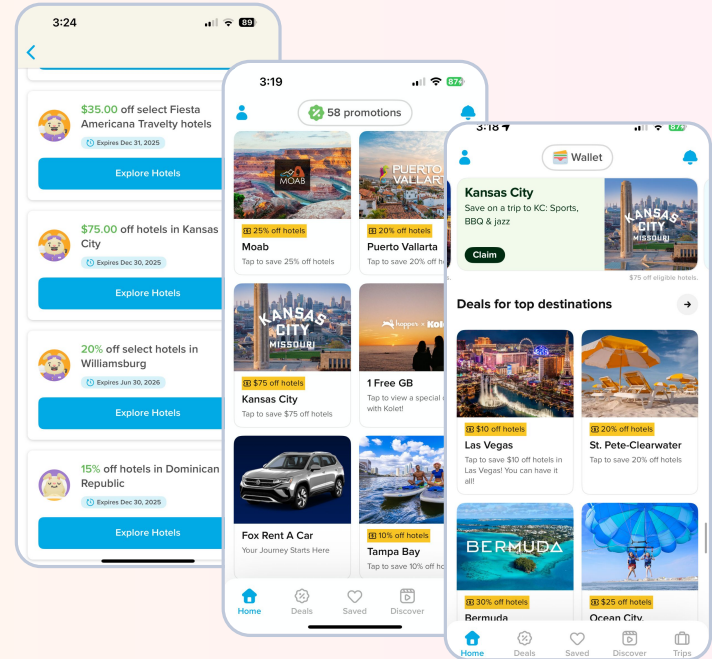
Overall Clicks

+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

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





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

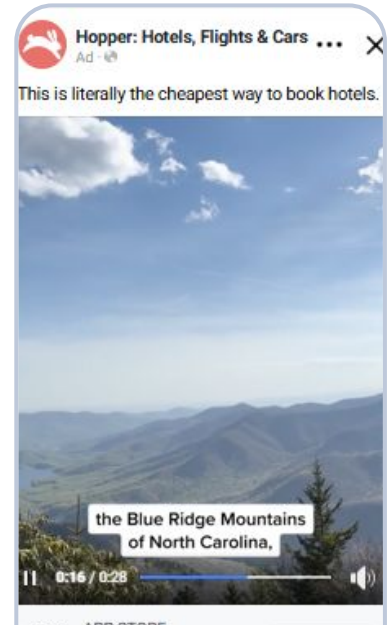
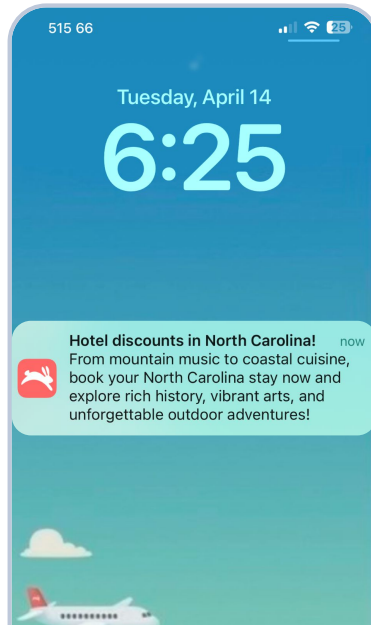
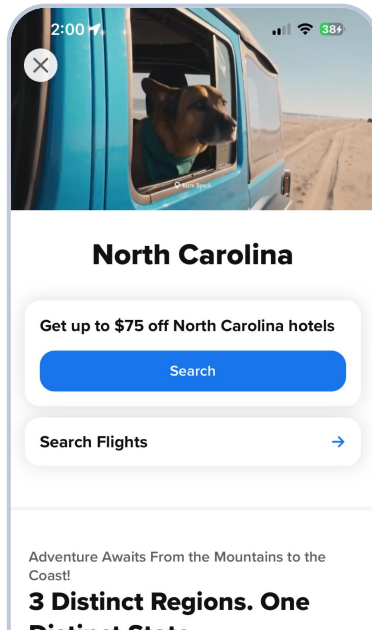
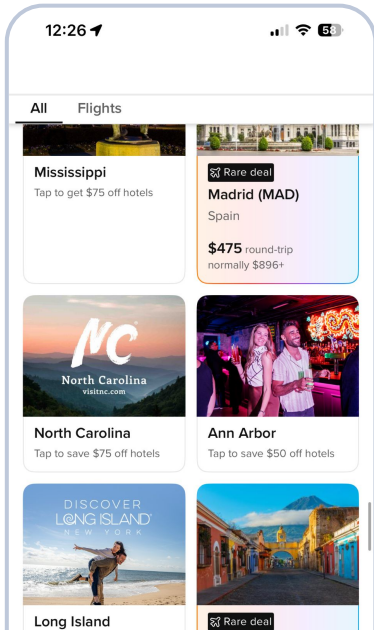


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions



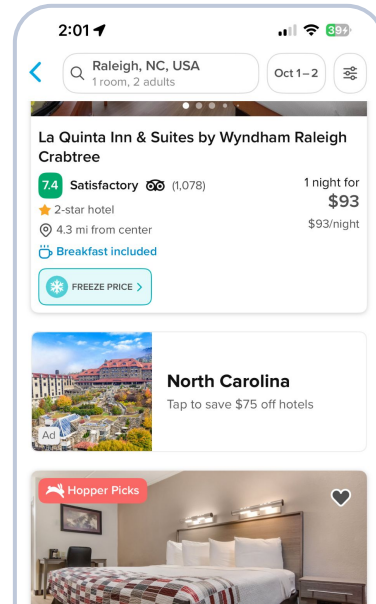
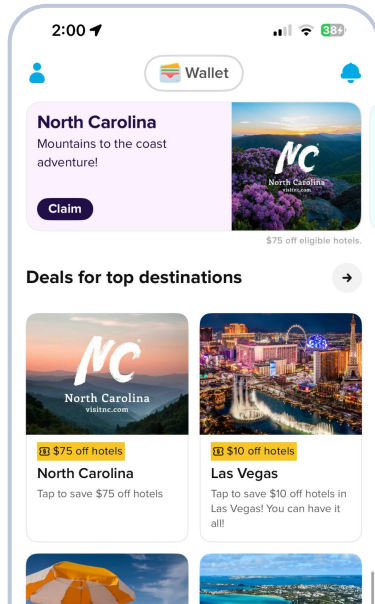
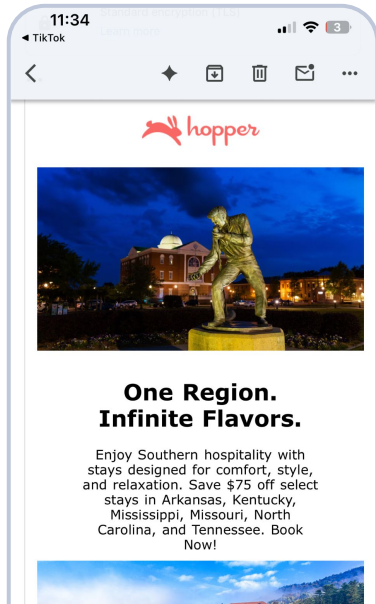


Placement Overview



Dedicated Email
10K Emails Value Add

Hopper Display
400K Value Add Impressions





CAMPAIGN RESULTS

Media Performance

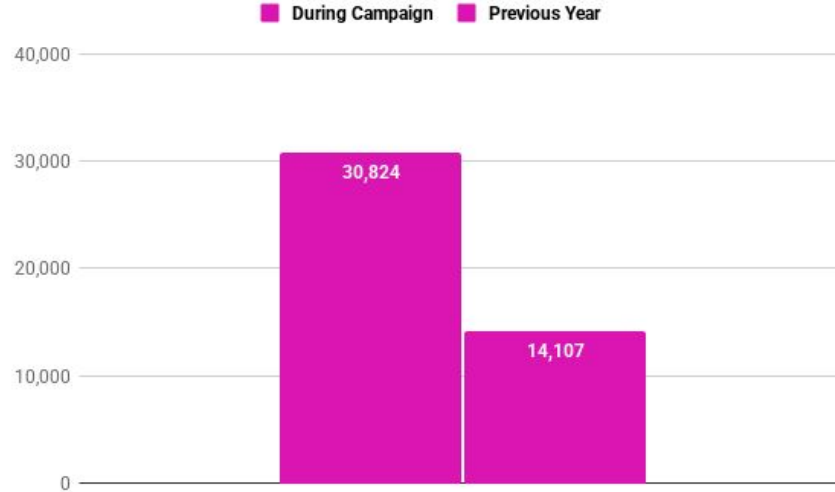
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	4,070,526	45,118	1.1%	0.5%
Push Notifications	70,203	427	0.6%	0.5%
Shoppable Video	552,147	5,667	1.0%	1%
Dedicated Email	10,585	6,889	65%	45%
Hopper Display	1,472,820	1,405	-	-



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%

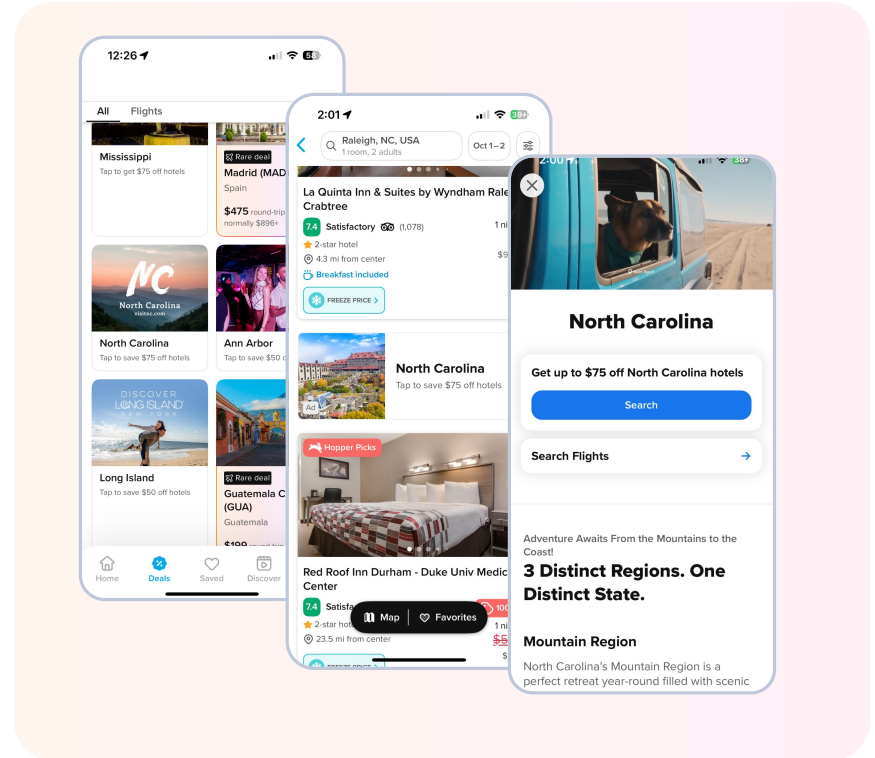
Increase in Hotel Search

+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

Travel South Raleigh Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Raleigh from Canada

CONTACT: Lindsey Ross - 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

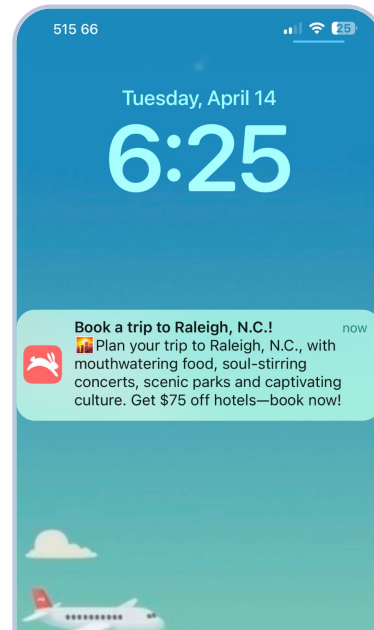
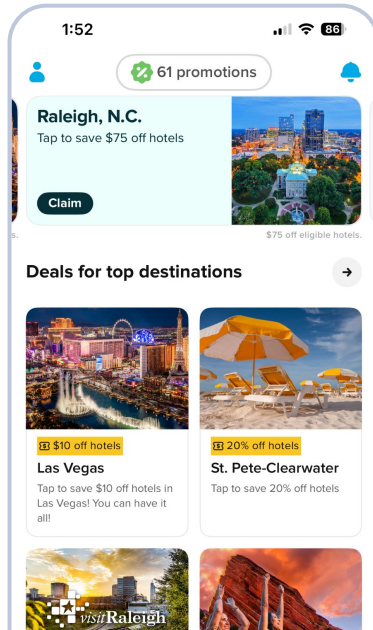
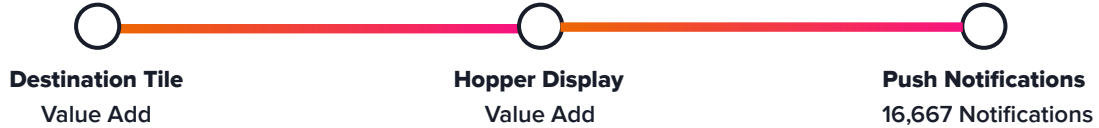


Opportunities

- 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

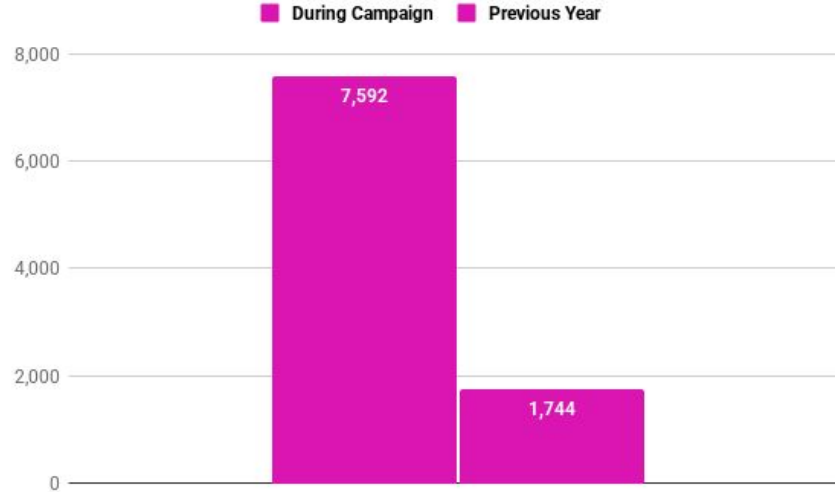
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile	1,644,121	5,731	0.4%	0.5%
Push Notifications	63,030	317	0.5%	0.5%



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

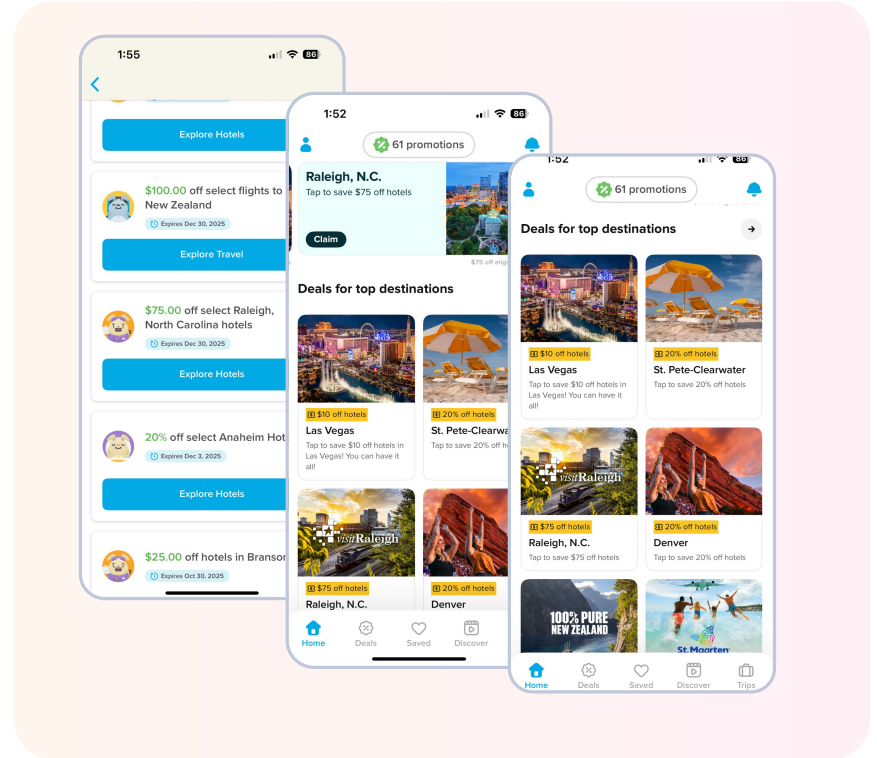
Overall Clicks

+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

Travel South Tennessee Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Tennessee from Canada

CONTACT: Lindsey Ross - 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

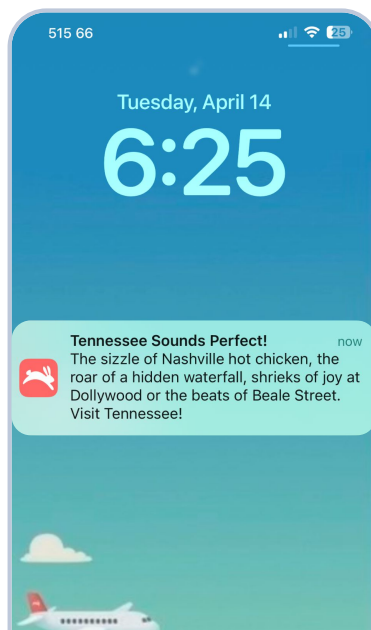
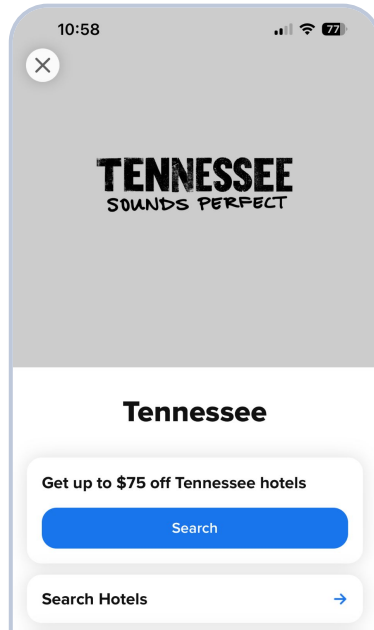
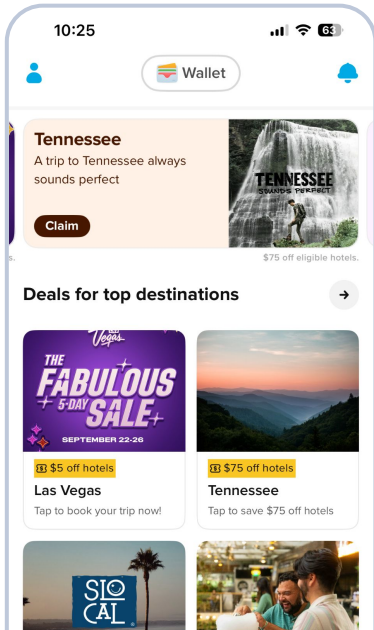


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions



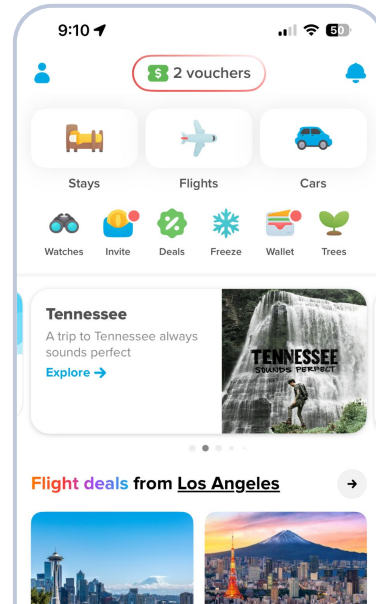
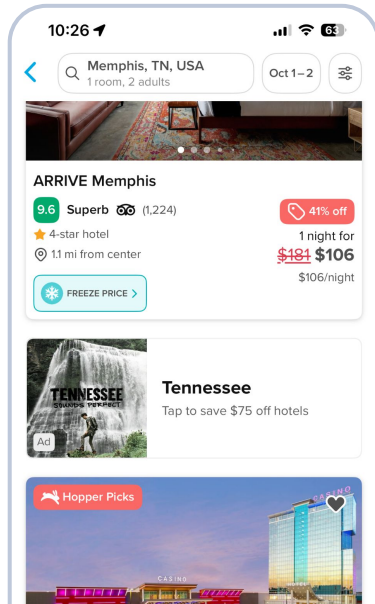
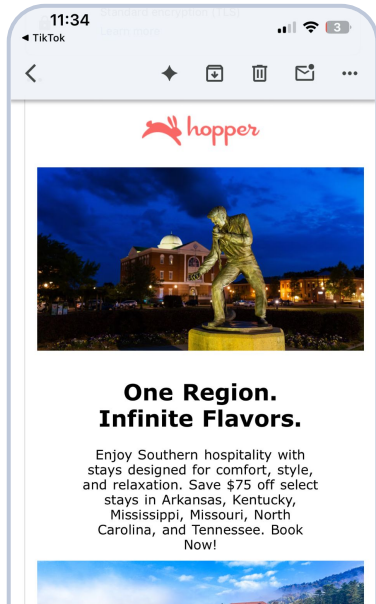


Placement Overview



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

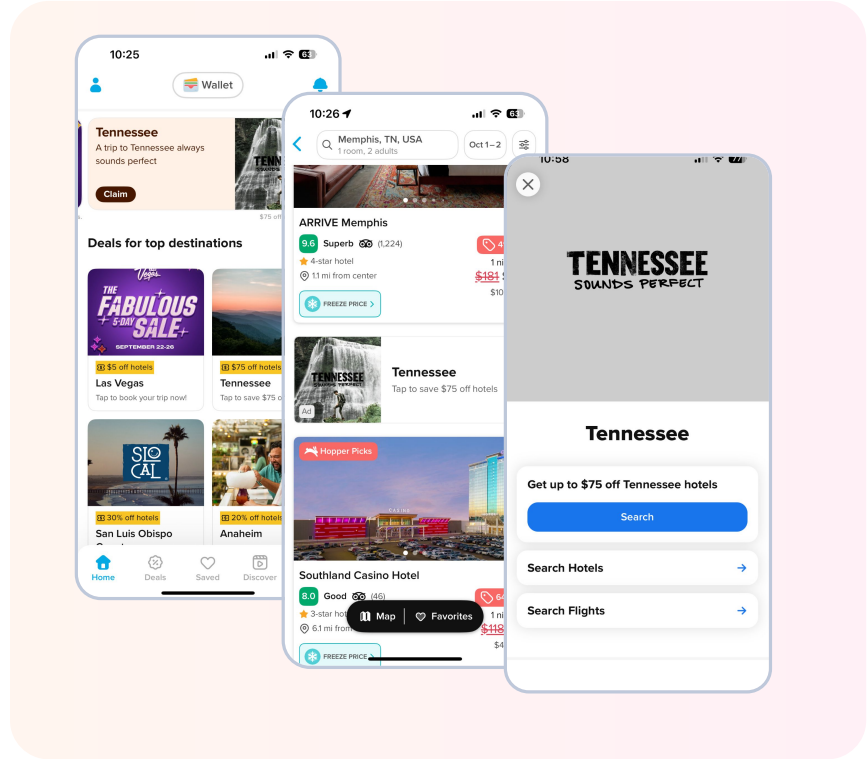
BY THE NUMBERS

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

Travel South Nashville Campaign Report

DATES: September - March 2026

GOAL: Drive Awareness and Engagement to Nashville

CONTACT: Lindsey Ross - 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

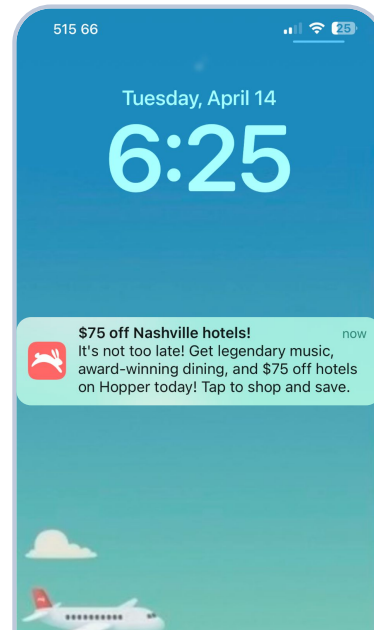
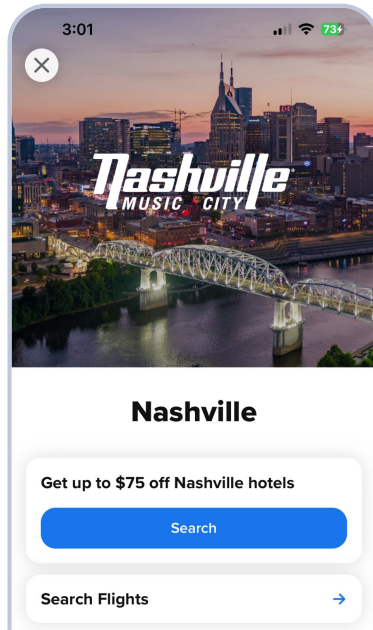
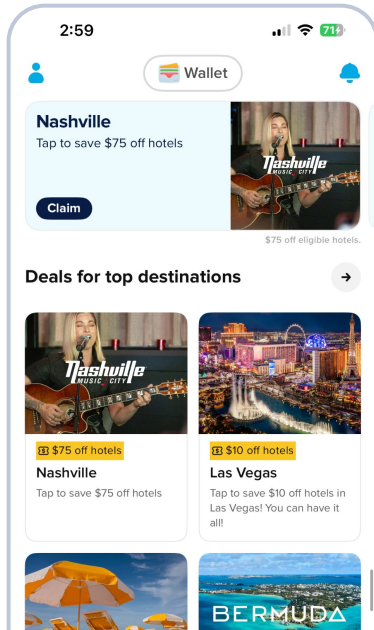


Opportunities

- Improve conversion efficiency by optimizing post-click experience



Placement Overview





CAMPAIGN RESULTS

Media Performance

All the campaign products generated results above benchmark

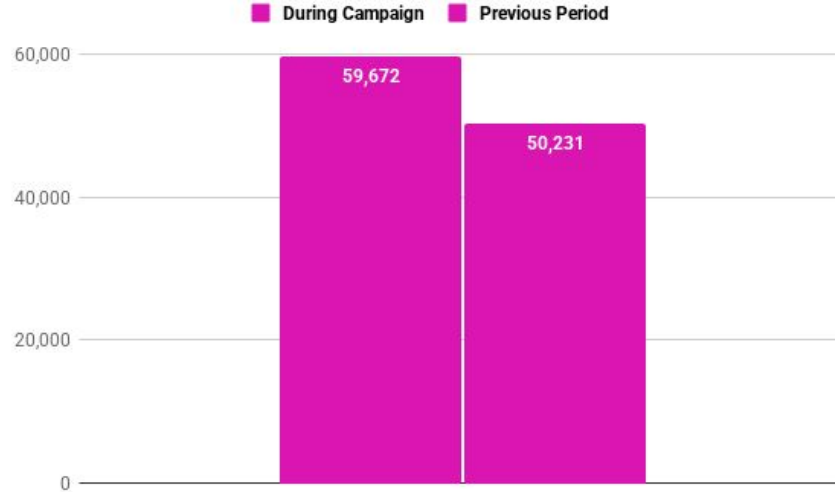
	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile	1,116,967	15,578	1.4%	0.5%
Push Notifications	62,438	355	0.6%	0.5%



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

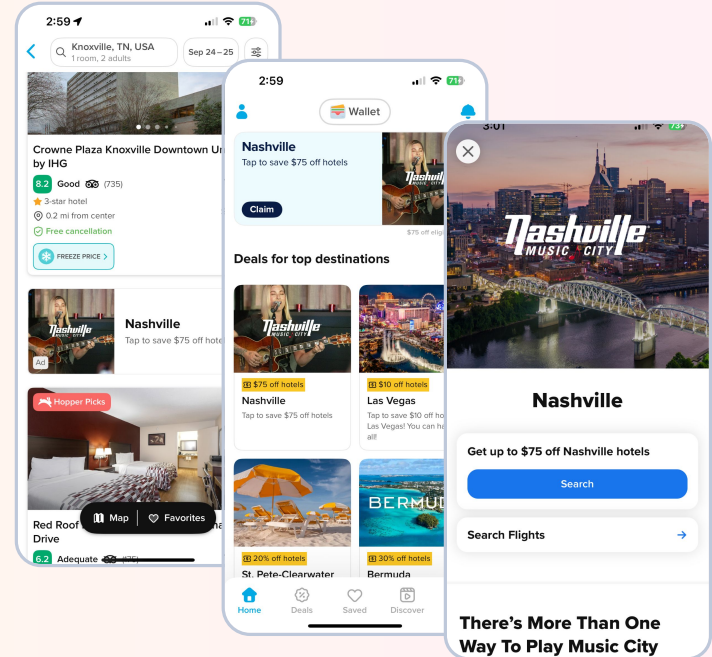
Overall Clicks

+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!

