

CONATIVE

# SUCCESS STORY



## Using the CONATIVE Carousel Ad, Innsbruck Tourismus demonstrates their rich diversity and garners full attention.

**INNSBRUCK**

Innsbruck Tourismus is the official destination management organization of the Innsbruck region, which stretches from the Tyrolean capital to 40 towns in its surroundings. With almost 3.5 million overnight stays and 4 million day visitors annually, the region is one of the largest tourism institutions in Austria.

### MISSION

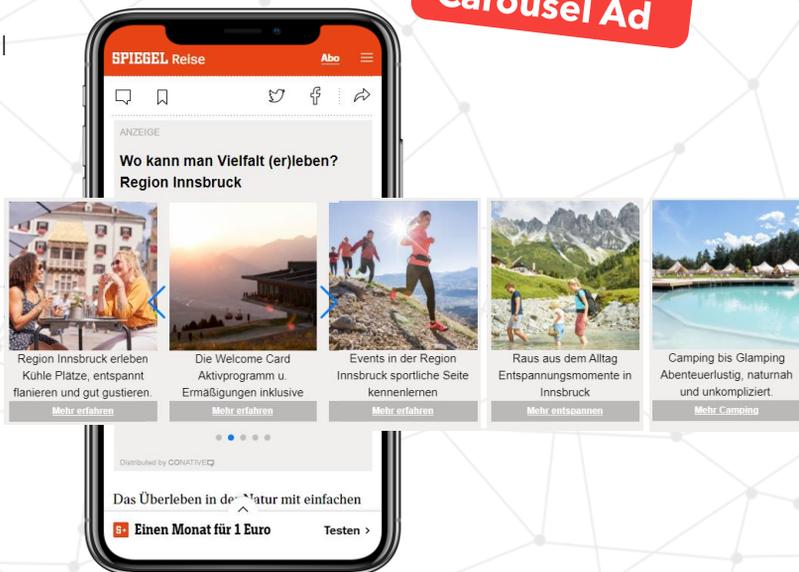
The goal of Innsbruck Tourismus is to generate attention within the German market and thereby position Innsbruck as an attractive vacation region. Particular emphasis should be placed on the diversity of the tourism region. The tourism association primarily wants to use large-scale, attention-grabbing awareness formats and link to various topic-related landing pages. The aim is to build up large-scale advertising pressure in a very targeted manner within a short period of time during spring. The campaign is to run exclusively in high-quality environments that match the brand.

### SOLUTION

Innsbruck Tourismus opts for the attention-grabbing CONATIVE Carousel Ad. The ten-day campaign will be delivered via CONATIVE's high-reach premium network.

As with numerous previous campaigns, the tourism association is relying on CONATIVE's AI-based delivery logic. The campaign is delivered to the exact right target group. With the help of machine learning, the AI optimizes the delivery from day one and thus ensures outstanding campaign results.

**NEW!**  
Carousel Ad



## THE RESULT: CONATIVE EXCELS WITH ABOVE-AVERAGE USER INTERACTIONS, TOP SERVICE AND HIGH FLEXIBILITY.

- The user interaction rate with the format is exceptionally high at 2.75%. This means that 2.75% of all users who saw the format actively engaged and interacted with it by clicking or swiping in the format.
- The lead time of the campaign was quite short: Only a few days have passed between "we want to book" to "we are live and have great results".

## INNSBRUCK TOURISM SECURES FULL ATTENTION!



CONATIVE's new Carousel Ad is the ideal advertising format to showcase the Innsbruck region's diverse offerings with impressive images. Each module can be provided with an individual target link, so that various landing pages can be targeted in just one advertising medium.

CONATIVE users actively engage with the campaign and its content, which is impressively demonstrated by verifiable KPIs such as interaction and outclick rates.

## CONATIVE FACTS

CONATIVE is an expanding "in-read" advertising format that places a wide variety of media content in the reading flow of users. In addition to the classic Expand formats, there are also a number of attention-grabbing awareness formats, such as the CONATIVE Carousel Ad or various video formats.

Multivariate creative optimization, algorithms and neural networks are implemented via the AI-supported optimization technology Momentum in order to achieve the maximum performance for every campaign.



*"Since 2018 we have been relying on CONATIVE on a regular basis, so we were very excited about the new awareness format. The results have absolutely sold us on the format. With the Carousel Ad, we were able to build up high media pressure within a very short time and generate an exceedingly large number of user interactions in the process."*

Alexandra Sasse | Marketing Manager DACH & INT Media Planner | Innsbruck Tourismus

**10**

Days

**1 Mio.**

Qualified  
contacts

**2.75%**

Ø Interaction  
Rate

Source: DEFINE MEDIA | Duration: 28.04 - 07.05.2022

de-  
fine-  
media

CONATIVE is an offer of DEFINE MEDIA GMBH