

See How Florida's Space Coast Office of Tourism Created a Multiscreen TV Advertising Campaign That Drove \$19 Million in Travel Revenue¹



**Spectrum
REACH**

ADARA

**Space Coast
FLORIDA**

► THE OPPORTUNITY

The Executive Director of Florida's Space Coast, Peter Cranis, had previously relied on digital media for easy-to-read measurement metrics and wanted reliable measurement for linear and streaming TV. To justify investing in a TV campaign, Peter needed to prove that TV not only built awareness and consideration, but also drove more searches, more bookings, and more revenue.



SPECTRUM REACH DELIVERS

Through a direct partnership with Adara, the privacy-first AI platform that fuels traveler insights, Spectrum Reach proved that homes exposed to a Spectrum Reach ad generated one-fifth of all revenue, searches, and hotel bookings for Florida's Space Coast, with a targeted, three-market TV campaign.

Spectrum Reach Ad-Exposed Homes Represented²:

- **18%** of Total Space Coast Hotel Revenue
- **20%** of Total Space Coast Hotel Searches
- **19%** of Hotel Bookings

"Spectrum Reach developed a comprehensive media and measurement plan that produced definitive proof to share with Space Coast Florida Office of Tourism: TV not only drives awareness and consideration, but has a dynamic impact on revenue, searches, hotel bookings, and flights."

**-Peter Cranis, Executive Director,
Space Coast Office of Tourism**

¹ Adara Attribution Report - Enriched Estimated Revenue from Spectrum Reach Campaign in Orlando, Tampa and Charlotte DMAs, 5/17/21-9/6/21 + 30 day attribution window.

² Adara Attribution Report - Observed directly through their data partnerships matched to exposed households.

With over 72 miles of coastline, Florida's Space Coast is home to Cape Canaveral, Florida's largest sea turtle habitat, and some of the best spots for surfing, golfing, and fishing.

► THE APPROACH

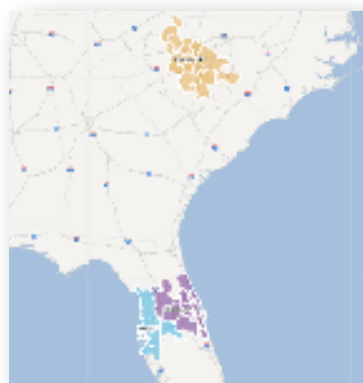
FIND, REACH, AND MEASURE YOUR DESTINATION TRAVELER

Spectrum Reach Advanced Advertising Sales in Florida developed a custom, data-driven, multiscreen media campaign and attribution impact study.

THREE STEPS TO BUILDING MULTISCREEN TV CAMPAIGNS THAT TARGET DESTINATION TRAVELERS

1. Identify the Best U.S. Feeder Markets

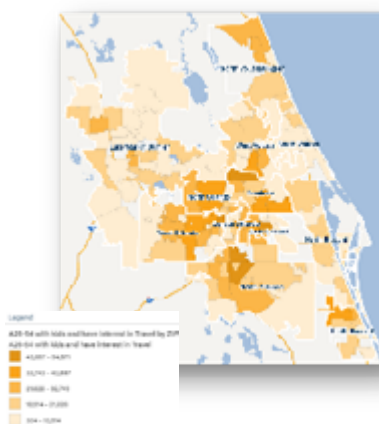
Spectrum Reach used Neustar E1X, the industry's leading traveler mapping software, which identified Tampa, Orlando, and Charlotte as the markets with the highest concentration of Space Coast travelers.³



2. Target Travelers Within Those Markets

Linear TV:
Neustar E1X also identified hyper-targeted cable system zones within markets that have high concentrations of young parents who are frequent travelers.⁴ Cable zones are the most-targeted local geographies in TV, short of addressably targeting the home.

Streaming TV:
Spectrum Reach complemented linear with streaming TV addressably targeted to travel enthusiast households.⁵



3. Connect with Travelers Next to the Programming They Watch Most

Spectrum Reach's aggregated and de-identified first-party HH viewership data, plus third-party HH-level traveler data helped identify the news, entertainment, and sports networks that appeal to Space Coast visitors in each market.

From powerhouse sports and entertainment networks like TNT, TruTV, USA, and TBS, to sports-only networks like ESPN and local cable news networks like Bay News 9 in Tampa, Spectrum Reach delivers families on the go.⁶

³ Target audience custom definitions: A25-54 with children, who have interest in Travel. Includes cruise, adventure vacation (hiking, driving etc.), beach or lake, frequenting Florida Keys, Miami, FL Panhandle, Orlando, Tampa, St. Petersburg/Clearwater, and Kennedy Space Center.

⁴ Mapped Using Neustar E1X Q4 2021. There are 43,657 - 54,571 adults ages 25-54 with kids that are travel enthusiasts, per zip code

⁵ Scarborough Market/Release: Orlando, FL 2021 Release 2 Total (Jul 2020 - Jul 2021) Please add this: Target: Custom Definitions: A25-54 with kids who have interest in Travel. Includes cruise, adventure vacation (hiking, driving etc.), beach or lake, Florida Keys, Miami, FL Panhandle, Orlando, Tampa, St. Petersburg/Clearwater, Kennedy Space Center.

⁶ Spectrum Reach Proprietary Audience Targeting Tool, Audience Finder, 4/1/20-4/1/21, Networks that appeal to Likely Travelers A25-54 with kids



► THE RESULTS

Adara attributed over \$19M in bookings to Spectrum HHs that saw the Space Coast advertising campaign during the flight, plus a 30-day attribution window.¹ The total revenue included direct bookings from Adara data partnerships, as well as modeled bookings Adara attributed to Spectrum Reach that are accurate within 2% of the actual results in North America, according to Adara.

CAMPAIGN IMPACT:

FLIGHTS²

9,844

Flight
Searches

739

Flight
Bookings

HOTELS²

42,502

Hotel
Searches

4,377

Hotel
Bookings

9,531

Hotel
Nights

OBSERVED REVENUE PER 1,000 CAMPAIGN IMPRESSIONS²

\$374

Overall
Multiscreen TV

\$245

Streaming TV

\$621

Linear Television

"As a partner of both Space Coast and Spectrum Reach, we are delighted that Adara's measurement expertise and data on business outcomes will be used to build more effective media campaigns."

-Zeek Coleman, Head of Marketing, Tourism and Hospitality, Adara Inc.

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