



Miami Tourism



Campaign Highlights

- ▶ Retargeting tourists
- ▶ Geo-targeting to determine language
- ▶ User Engagement with interactive quiz
- ▶ One creative build for 2240 creative variations
- ▶ One asset upload for 4 creative sizes
- ▶ Performance
 - Granular Conversion Tracking
 - 2.6X Interaction Rate
 - 4.7X Dwell Time

Campaign Overview

The Miami Tourism campaign targeted foreign tourists interested in travel to the United States. Ads for this campaign used geo-targeting to determine the language in which the text was displayed. The same ad rendered with messaging localized to the country of the viewer.

On first view, the user interacted with a quiz that gathered data about the user's travel preference - this interactive element resulted in significantly high average dwell time for the campaign. After completion of the quiz, three locations in Florida were displayed, selected dynamically out of seventeen different available options. Retargeted views by the same user skipped the quiz and showed the previously locations.

Campaign Goals

The primary success metric for this campaign was Conversion Rate. Towards measuring conversion at a fine granularity, 45 different conversion pixels per language were deployed on client site, for a total of 225 conversion pixels.



Campaign Creative Plan

- ▶ Dynamically determined Language
- ▶ Dynamically determined destinations
- ▶ Background determined by selected destinations
- ▶ Click URLs determined by clicked component and placement

Personalized Creative

Personalization of the ad creative includes:

- **Language** – chosen depending on the country in which the ad is displayed, seven countries were targeted
- **Destinations** – three of seventeen tourist destinations in Greater Miami were chosen programmatically
- **Background** – determined by one of the three destinations shown to user
- **Click URLs** for Logo, Background Photo, Background Text, Explore Miami, and Locations are dynamically determined based on placement

Creative Details

Five Ad Sizes

- IAB Half Page (300x600)
- IAB Leaderboard (728x90)
- IAB Medium Rectangle (300x250)
- IAB Wide Skyscraper (160x600)

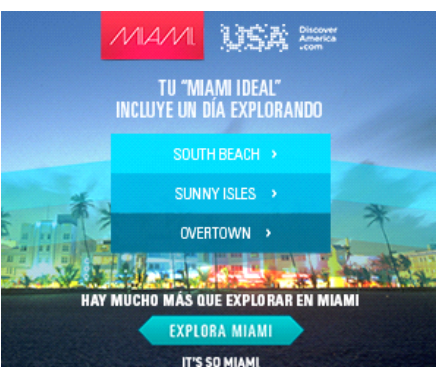
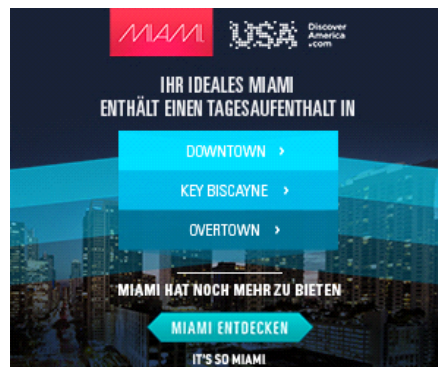
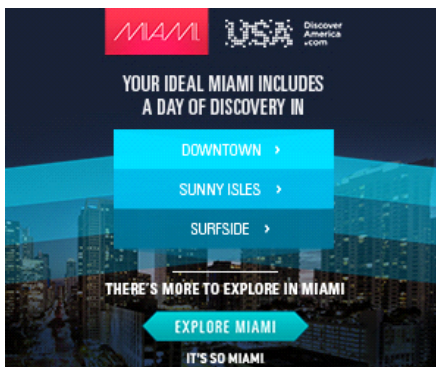
The creatives used Flash Animation with HTML5 backup.



Creative Variations

e.g. IAB Medium Rectangle

- ▶ Total of 2240 creative variations
- ▶ Variations determined by location, retargeting cookie, and custom logic.
- ▶ 5 of the 2240 creative variations are shown below.





Creative Sizes

e.g. Portuguese Creative Variant

Medium Rectangle 300x250



LeaderBoard 728x90





Creative Sizes

e.g. Portuguese Creative Variant

IAB Half Page 300x600

MIAMI
GREATER MIAMI AND THE BEACHES

USA
Discover
America
.com

SUA MIAMI IDEAL

INCLUI UM DIA DE DESCOBERTA EM

- SOUTH BEACH >
- KEY BISCAYNE >
- OVERTOWN >

HÁ MUITO MAIS PARA EXPLORAR EM MIAMI

EXPLORE MIAMI

IT'S SO MIAMI

IAB Wide Skyscraper 160x600

MIAMI

USA
Discover
America
.com

SUA MIAMI IDEAL

INCLUI UM DIA DE
DESCOBERTA EM

- SOUTH BEACH >
- KEY BISCAYNE >
- OVERTOWN >

HÁ MUITO MAIS PARA
EXPLORAR EM MIAMI

EXPLORE MIAMI

IT'S SO MIAMI



Efficient Campaign Execution

- ▶ One Creative Build for 2240 creative variants
- ▶ One Asset upload for 4 creative sizes
- ▶ Scalable setup to easily add and remove dynamic variants

One Ad

Each of the four Creative Sizes (300x250, 160x600, 300x600, 728x90) was created as one Ad using the drag-and-drop Ad Studio in the Jivox IQ platform.

One Set of Unique Assets

All creative sizes pointed to the same assets from the Jivox Content Management System. This enabled the ad production team to easily update assets across all variations with a single asset update.

Dynamically Served Creative Variants

The assets that were dynamically determined at run time are summarized below:

Data Signal	Dynamic Asset	Details
Geo	Language, background text	Geo-targeting determined the proper language to display for users based on the country
Custom Logic	(First View) Destinations, background image, click URLs	Destinations determined by custom logic; Background image determined by destinations; Click URLs determined by component and placement
Retargeting Cookie	(Retargeted View) Destinations, background image, click URLs	Destinations determined by retargeting cookie; Background image determined by destinations; Click URLs determined by component and placement

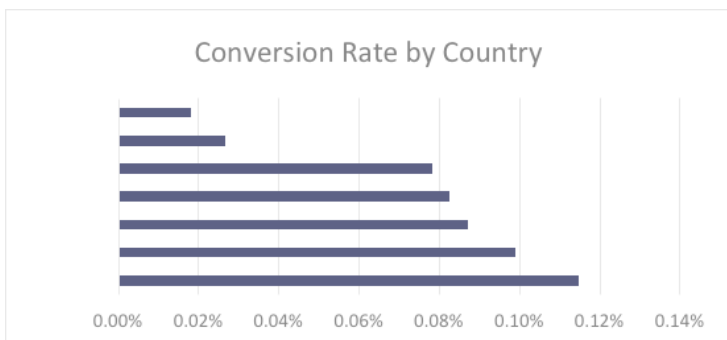
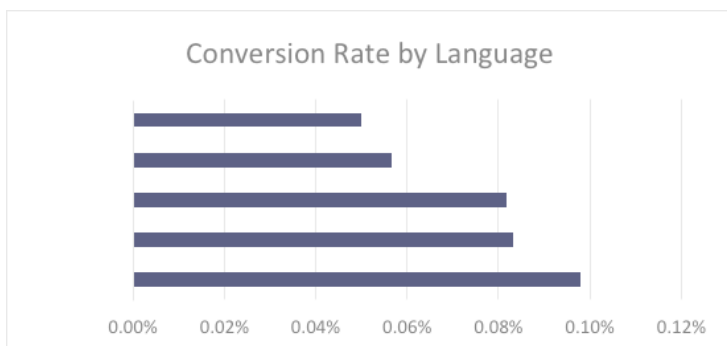
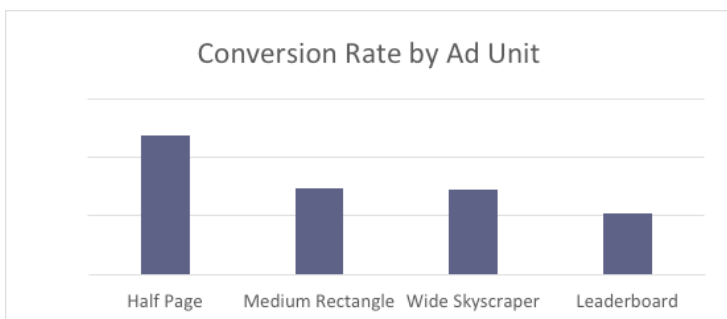


Campaign Performance Analysis

- ▶ Higher conversion rates for more prominent units
- ▶ Higher conversion rates in certain languages and countries

Conversion Rate Analysis

Towards the primary goal, this campaign had very granular Conversion tracking which enabled breakdown by ad unit type, language, and country. Some of these metrics are shown below.



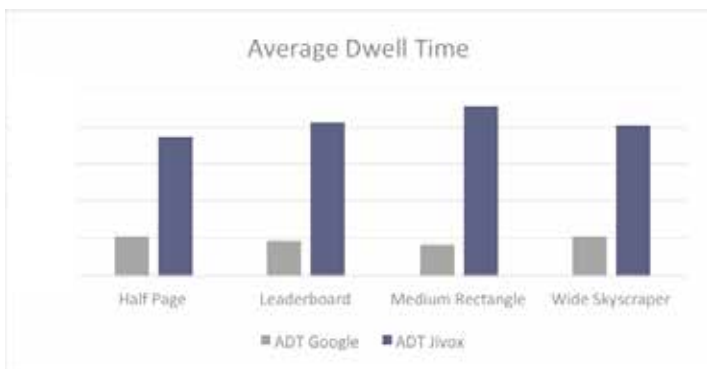


Campaign Performance Analysis

- ▶ 2.6X Interaction Rate
- ▶ 4.7X Dwell Time

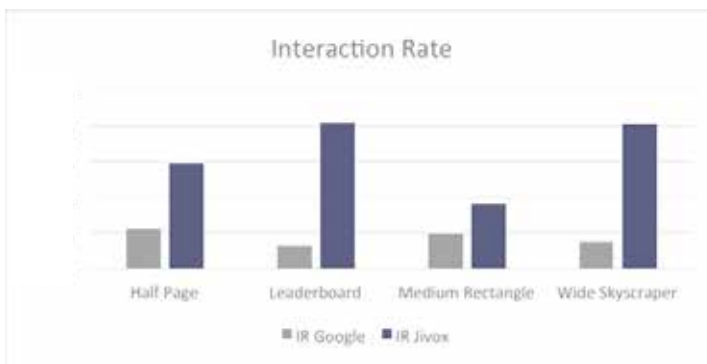
Dwell Time

This campaign achieved a 4.7X lift on Dwell Time compared to [Google published benchmarks](#). A breakdown of dwell time lift showed gains across all ad types.



Interaction Rate

This campaign also achieved a 2.6X lift on Interaction Rate when compared to [Google published Benchmarks](#). A breakdown of interaction rate lift showed gains across all ad types.





Learn More About Jivox

Jivox IQ Platform

- ▶ [Read more](#) about our data driven dynamic ad platform.
- ▶ See a [two-minute video](#) on our platform.

Ad Gallery and Customers

- ▶ See other Jivox [Ad examples](#)
- ▶ View a list of our [partners and customers](#).

Contact Us

For any questions about this case study or otherwise, please email us at support@jivox.com