Express Lanes - When it matters most
Phase 2 - Winter campaign

• Talks about I-70 Mountain Express Lane benefits
  • Encourage people to try the Express Lane and highlight the specific benefits that it’s a choice and can be a reliable tool when you really need it

February - March 2019
• Digital banner ads - in-app, social media
• Resort media
  • Chairlift panels (Vail, Breckinridge, Copper Mountain, Keystone)
  • Winter Park Resort - digital chairlift panel ads, digital ads at food halls, lodges and ticket booths
• Grassroots
  • Social media
  • Partners (GoI70)
Campaign

Ads
Campaign Ads

Digital ads at Winter Park
Results

• Social media posts
  • Reach: 2,447,647
  • Advertising value: $14,504.48

• Increased traffic to the website – 62% increase compared to last year
  • February and March 2018
    • 25,200 unique page views
  • February and March 2019
    • 40,715 unique page views
Results

- The programmatic buy delivered about 30% higher than planned, generating an additional 831K impressions
- With only about 2 weeks of activity in February, impressions were proportionately lower than in March
- CTR increased as the campaign progressed, and was well above industry averages (0.07%-0.1%),

Total clicks for February and March: 3,285

Click through rate is well above industry average

**Impressions Planned:**
1,180,000

**Impressions Delivered:**
2,011,774
Results

Online

- All of the targeting strategies performed well in terms of CTR, but the In-App campaign in Denver was the top-performer.
- The highest number of impressions was generated from the Ski Interest campaign, which incorporated behavioral targeting to identify users with an interest in skiing or snowboarding.
- The two resort-based campaigns (Geofencing and In-App Mtn Area) saw strong CTR performance, but had a lower number of impressions because of the hyper-targeting we implemented.
  - The geofencing campaign was limited to the resort areas (lodging, ski runs, base area) and the In-App campaign was focused on the zip codes in the immediate area.
  - Both campaigns ran only on Sat/Sun to target users on high-traffic ski days.

![Impressions & CTR by Targeting Strategy](image)

<table>
<thead>
<tr>
<th>Targeting Strategy</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geofarming (I-70 Travelers)</td>
<td>463,613</td>
<td>657</td>
<td>0.14%</td>
</tr>
<tr>
<td>Geofencing (Resorts)</td>
<td>52,790</td>
<td>94</td>
<td>0.18%</td>
</tr>
<tr>
<td>In-App (Denver)</td>
<td>469,318</td>
<td>1,154</td>
<td>0.25%</td>
</tr>
<tr>
<td>In-App (Mtn Area)</td>
<td>186,492</td>
<td>333</td>
<td>0.18%</td>
</tr>
<tr>
<td>Ski Interest</td>
<td>839,561</td>
<td>1,047</td>
<td>0.12%</td>
</tr>
</tbody>
</table>