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 (Go70)

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%),

Impressions & CTR by Month
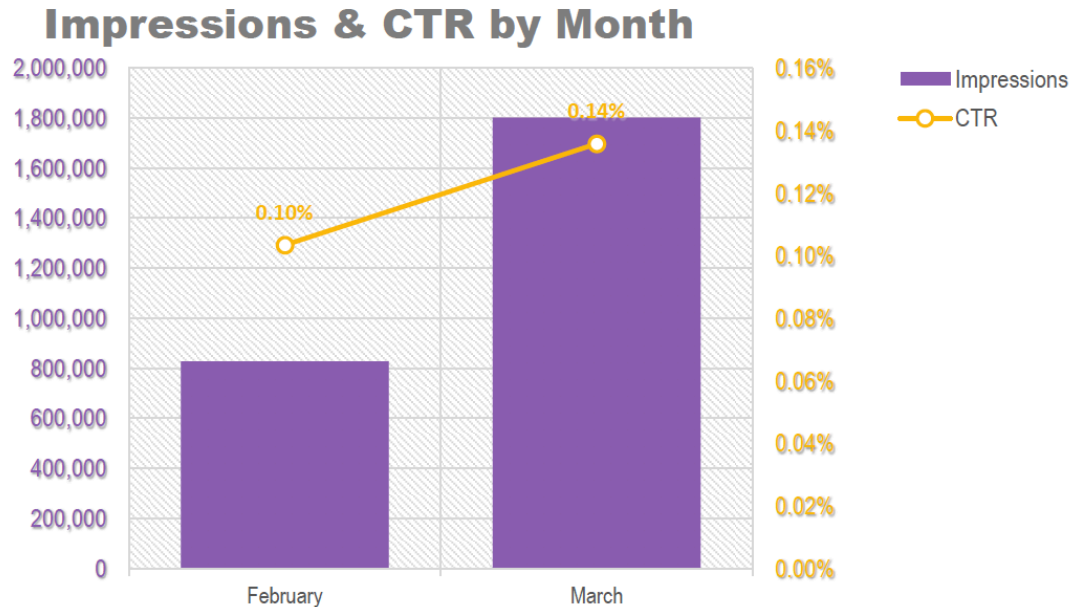
Total clicks for February and March: 3,285

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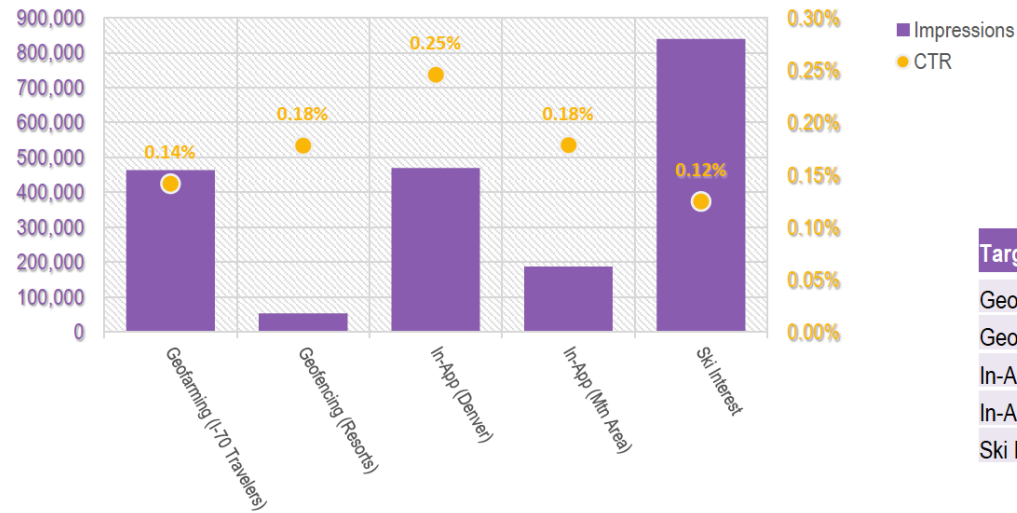
Targeting Strategy	Impressions	Clicks	CTR
Geofarming (I-70 Travelers)	463,613	657	0.14%
Geofencing (Resorts)	52,790	94	0.18%
In-App (Denver)	469,318	1,154	0.25%
In-App (Mtn Area)	186,492	333	0.18%
Ski Interest	839,561	1,047	0.12%