

Driving visitation to the Naples Zoo

The Naples Zoo was looking to find a new agency partner who could help them drive ticket sales and increase their overall ROI. Their current agency had only been having them run brand awareness campaigns and was not tracking anything beyond clicks. In addition they also were looking for a partner who had experience running multi-cultural campaigns.

Our team created pixels and assisted the client with placing them on their website. We also did test purchases to ensure everything was tracking properly prior to launch. One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.



Launch Tactics

- ▶ Behavioral Targeting: We used In-Market for Leisure Activities, Family Fun & Hispanic Families.
- ▶ Contextual Targeting: We targeted content related to parenting & families
- ▶ Lookalike Modeling: Our proprietary algorithm created a seed audience from conversion data and targeted consumers who are similar to ones that are converting.
- ▶ Re-marketing: We retargeted to people who visited the site but did not purchase a ticket.
- ▶ Cart Abandonment: We created a unique remarketing strategy for users who had added tickets to their cart, but did not complete check out.
- ▶ A/B Testing: We used Spanish and English versions of the creative when targeting Hispanic audiences and tested to see what drove more sales.

To learn more please visit huddledmasses.com