

AUDIENCE RETARGETING

Receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost. Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited LouisianaTravel.com and retargeting them with meaningful messaging encouraging them to visit.

BENEFITS

- Opportunity to display your message in front of a highly qualified audience who are interested in visiting Louisiana
- Access premium inventory without having to meet high minimums
- Synchronize your brand with Louisiana Travel and excite travelers to start planning and booking by sharing the best there is in Louisiana
- Dedicated Campaign Management - You dedicated team will assist with ad creation assistance and best practices, active optimizations and targeting delivering thorough, in-depth conversion and reporting beyond vanity metrics.



Packages	Tactic	Format	CPM	Impressions	Run Time	Targeting	Package Cost	Total Cost
Package 1	Native	Image + copy	\$6.51	230,415	30 days	Retargeting + Look-a-like audience	\$1,500	\$1,500
Package 2	Native	Image + copy	\$6.51	384,025	60 days	Retargeting + Look-a-like audience	\$2,500	\$2,500
Package 3	Native	Image + copy	\$6.31	950,872	90 days	Retargeting + Look-a-like audience + Prospecting	\$6,000	\$6,000
Package 4	Native	Image + copy	\$6.31	950,872	120 days	Retargeting + Look-a-like audience + Prospecting + Contextual + Behavioral	\$6,000	\$11,000
	Pre-Roll Video	:15 or :30	14.31	349,406			\$5,000	

Retargeting

Ads "follow" those who have previously visited LouisianaTravel.com. They can appear anywhere on the internet – though sites that are not considered brand safe are excluded.

Look-a-like audience Targeting

Ads are served to potential visitors who have not visited LouisianaTravel.com but look and act like those who have visited LouisianaTravel.com

Prospecting Targeting

Using research and analytic tools to target users who have not visited LouisianaTravel.com.

Contextual Targeting

Determining placement of ad using a set of keywords that align with the campaign objective.

Behavioral Targeting

Ads are served to those who have exhibited a specific behavior that demonstrates interest or intent.

TO BOOK YOUR PACKAGE:

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