



CASE STUDY: REVENUE GENERATION

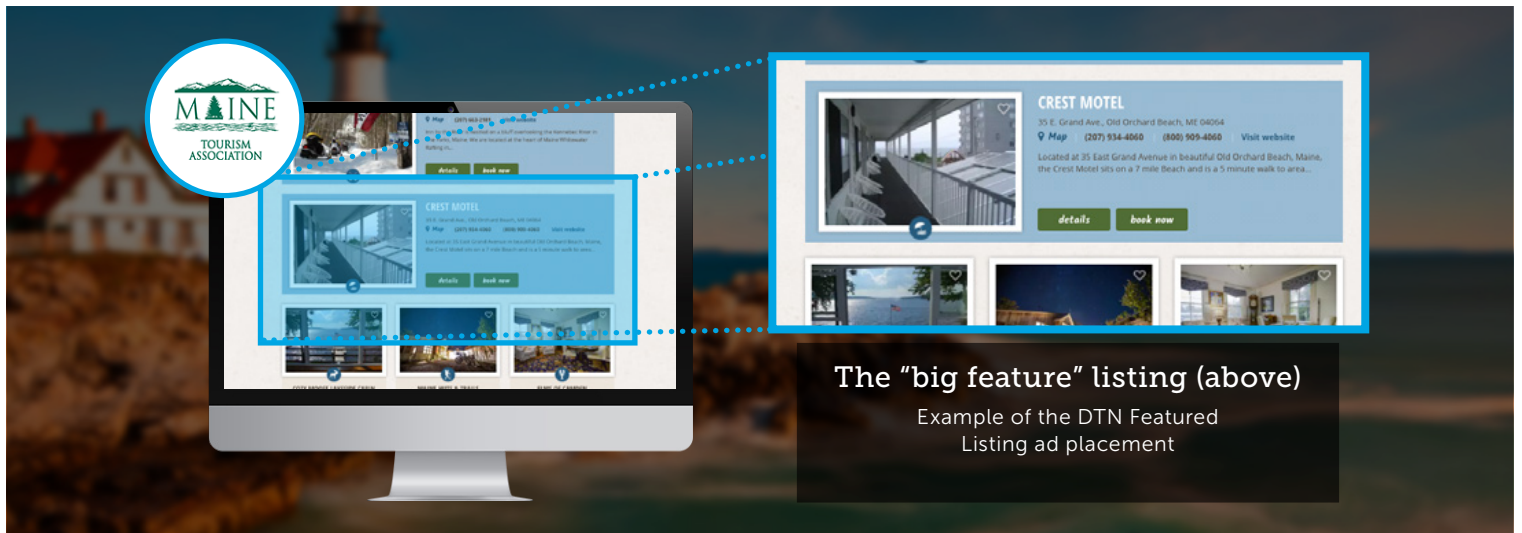
Maine Tourism Association

SITUATION

After observing several vendor finalist presentations as part of a formal RFP process, the Maine Tourism Association knew they wanted to work with Simpleview to provide their new CRM and CMS/website. "For our capabilities and needs, far and away, they had all the solutions," said Tony Cameron, Director of Marketing for the DMO.

Digital advertising on their website with the help of the Destination Travel Network was presented as an option to help generate revenue to budget for those solutions.

The Maine Tourism Association knew demand was there to monetize their website, said Tony. "We wanted our website from the start to be a revenue generator." Still, they were wary about trusting digital advertising sales to their partners to a third party.



The "big feature" listing (above)

Example of the DTN Featured Listing ad placement

SOLUTION

After meeting with staff from Simpleview and DTN at the MTA offices for the formal vendor finalist presentations, the Maine Tourism Association made the decision to invest in Simpleview's CRM & CMS/website solutions, as well as to work with DTN to monetize the site. They had big expectations, and still some doubts that together we could generate enough additional revenue via DTN to notably add to their Simpleview product investment budget, while also keeping their partners happy.

"We were skeptical of having a third party selling to advertisers on our behalf," said Tony. Having been in the travel and tourism industry for quite some time, Tony and his CEO were aware of the importance of building relationships through their own in-house sales team. At the same time, what stood out in Tony's mind was that DTN "are pros at digital assets. As much as we want to be, I know we couldn't do it as effectively," he admitted.

The team from Simpleview, including Paul Franke, Senior Director of Revenue Generation at DTN, visited Maine for the finalist presentation, and spoke with Tony and his team.

"Paul made us feel comfortable about the relationships, and why this was a good idea. Partnering with DTN, with them managing and selling, was attractive once Paul made our fears smaller," said Tony.

The decision was then made to engage with Simpleview for the new CRM and website plus DTN services, and upon the new website launching, Lia Wik, Senior Director of Advertising for DTN, went to work for MTA. MTA wanted their members to feel confident in DTN and the opportunities they had to offer, so Lia flew to Maine, holding meetings at the office in Hallowell and attending a member meeting in Ogunquit, meeting with local businesses and getting positive engagement right away

"From the moment we got started, Lia was awesome. The customer service level is great. Lia is always there, willing to answer and handle anything. That's important to us because our reputation means a lot to us. One bad experience can hinder that. You could have the best product in the world, but if people don't trust you, it's not going to work. We wanted to make sure everything was as good as could be. Lia did a great job."

"Maine is one of my favorite places to visit," said Lia. "It's a unique market to work in because it's a huge region, so it takes time to communicate with everyone. My most recent meetings were fantastic, with people signing up right away. They have a great relationship with and trust in the Maine Tourism Association. The DMO really set us up for success with the strong relationships they'd already established with their local partners. With their support, their good goals, and their tight connections, it really made for good conversations for us. Many of their partners were eager to be a part of the digital marketing world. Not a lot were doing much online, so it was great to be able to talk to them and help answer their questions about digital marketing. They were very open."

"I see this as a partnership," said Tony. "We still have an obligation to let our membership know about DTN, to make sure they're aware of these great opportunities on this great new website."



The website ad placements also include section and page-specific sponsors and a spotlight widget

RESULTS

In less than a year, Lia has connected the Maine Tourism Association with 16 advertisers and earned the DMO \$14,000, putting them ahead of pace for reaching their planned revenue goal. Ad performance for the DMO's partners is impressive, generating 168,000 impressions per month and a click-through average of 1.39%, meaning they're getting a good ad buy with notable return on engagement.

"We haven't heard anything negative from our partners," added Tony. **"And they would let us know."**

With their advertisers doing well and the program well on its way to generating their intended revenue goal within three years, Tony reached out to Paul during ESTO to express their satisfaction so far.

"We have been extremely happy in the past year," said Tony. **"We are certainly more comfortable now, with a year under our belts. It's gone way better than expected."**

"I would say to those considering DTN, and who are unsure about working with a third party ... We had all those anxieties anyone else would have. I'm glad we were open minded enough to have Paul come out and present. That was the turning point. I'm glad that we listened and glad that we entered into that partnership. It really has worked."

Want to learn more?

Contact **Paul Franke**
Email pfranke@simpleviewinc.com
Call **412.254.9002 x402**

DESTINATIONTRAVELNETWORK.COM

dttn
destination travel **network**