

CASE STUDY: PAY-PER-CLICK (PPC)

Lake Charles/Southwest Louisiana CVB



SITUATION

Lake Charles, Southwest Louisiana turned to Simpleview towards the end of 2014 for Pay-Per-Click (PPC) campaign management. In addition to running relevant campaigns to target the right audiences, Lake Charles opted to offer three free applications for download, each further promoting their destination. Along with increasing awareness of the destination, Lake Charles wanted to promote these three engaging and informative mobile apps.

Creole Nature Trail App



A free personal tour app for Apple and Android, available on the outdoor recreation and nature trail pages of VisitLakeCharles.org.

Through both audio and video content, the app is designed to bring the vast wilderness area that makes up the Creole Nature Trail—also known as Louisiana's Outback—to life.

Lake Charles Events App



This free Apple and Android app allows users to easily access Lake Charles' calendar of events, so they know what's

happening in this vibrant southwest Louisiana city at all times. From family fun to foodie fare, casino nightlife to outdoor adventures, this app puts fun at visitors'—or locals'—fingertips, and is available within the events section of the Lake Charles website.

Historic Tours App



This free Apple and Android app, offered on the Things to Do page of the Lake Charles website, gives turn-by-

turn directions through the Charpentier Historic District in downtown Lake Charles.

SOLUTION

Using AdWords, Simpleview created a promotional campaign for each app, driving traffic back to VisitLakeCharles.org, where visitors can click-through to download the apps. Various travel interests were also targeted on the Google Display Network to drive additional downloads. Careful interest targeting and remarketing (placing targeted ads in front of a defined audience that previously visited the website) were implemented to expand reach, increase awareness and visitor engagement, and drive app downloads.

RESULTS

Since January 2015, more than 1600 Android apps* promoting the destination have been downloaded.

**Apple apps are not tracked at this time.*

These apps not only increase destination exposure, but they also enable Lake Charles to send push notifications (destination information and updates) to the app user, prompting the user to interact with it even after they've left the location. This feature also allows Lake Charles to keep their destination top-of-mind with users, and hopefully entice them to return for repeat visits.



846
DOWNLOADS
(\$1.93/DOWNLOAD)



166
DOWNLOADS
(\$.83/DOWNLOAD)



624
DOWNLOADS
(\$2.11/DOWNLOAD)



Travel industry cost per install: \$1.43-\$3.89