



Case Study | Visit Irving + Digital Services

Irving Convention & Visitors Bureau achieves marketing effectiveness and economic impact with award-winning campaigns

No stranger to launching innovative and well-executed campaigns, Irving Convention & Visitors Bureau (CVB) looked to Simpleview digital services to complete not one, but four award-winning campaigns — two winning silver at the 2024 Davey Awards.

Meet the Award-Winning Campaigns

“Staycation” was a strategic campaign positioning Irving, Texas, as an enticing destination for short getaways and staycations for nearby leisure travelers. Collaborating with local hotel partners — exclusive deals and packages were created to incentivize bookings. The approach prioritized delivering relevant content to drive traffic to the campaign landing page, where visitors were encouraged to explore available hotel options and make bookings.

Irving CVB’s “12 Days of Holiday Giveaways” campaign was created to spread holiday cheer with special seasonal giveaways featuring local experiences.

Daily giveaways ranged from cozy hotel stays, holiday show tickets, dining certificates, and special events. Participants had to subscribe to Irving CVB’s e-newsletter to enter the contest. One winner was selected each day by a random drawing; 41 partners participated in the “12 Days of Holiday Giveaways,” and prizes ranged in value from \$450 to \$7,200.





GOALS

“Staycation”

The goals for the “Staycation” campaign were to harness the power of digital marketing channels to reach and engage Irving CVB’s target audience by way of compelling ad creatives — emphasizing staycation-related messaging to drive qualified traffic to the campaign landing page. **Other goals included:**

- **Increase** hotel partner referrals and drive overnight stays in Irving, Texas
- **Generate awareness** of the destination and its offerings
- **Promote** hotel deals for lodging partners
- **Showcase** the city as an inviting retreat for relaxation

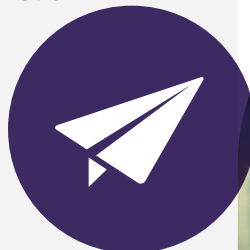
“12 Days of Holiday Giveaways”

The primary campaign goals of the “12 Days of Holiday Giveaways” were to boost e-newsletter sign-ups and increase partner referrals. Each day of giveaways included partner directory links to the daily participating businesses, thus prompting entrants to learn more about Irving CVB’s partners. **Other goals included:**

- **Improve** email open rates
- **Heighten** social media marketing
- **Drive** traffic to the “12 Days of Holiday Giveaways” landing page
- **Boost** conversions for the campaign landing page

CHALLENGES

The challenges around the two campaigns consisted of what every CVB faces: **budget and an extra set of skilled hands.** Irving CVB teamed up with its Simpleview digital strategist and began looking at tactics and strategic optimizations that could set them apart against the competitive market. The destination also faced the challenge of continuing to attract its drive market of a 300-mile radius, boosting partner referrals during the holiday season, and increasing overnight stays.



SOLUTIONS

With Simpleview digital services at its fingertips, the team at Irving CVB dove into campaign strategies and applications that included services such as paid media, search engine optimization (SEO), conversion rate optimization (CRO), content creation, and marketing automation.



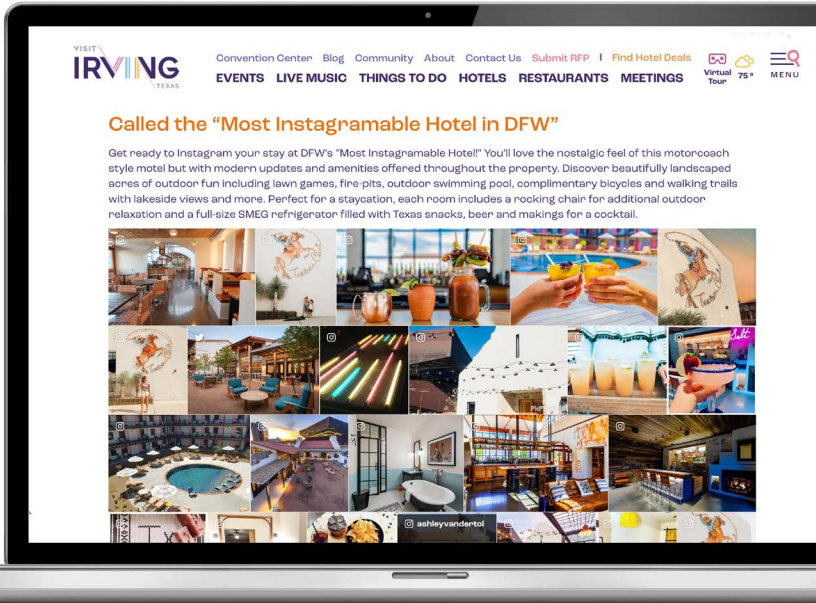


“Staycation”

The integrated digital campaign focused on leveraging creative ad assets and a dynamic landing page to captivate the target audience. A seasonal approach was adopted with fresh imagery and messaging to keep the campaign relevant and engaging. Sub-categories by month, such as romance interests in February, allowed for tailored content to varying preferences.

The landing page served as a gateway to explore hotel options and make bookings, with regular updates on enticing deals to prompt immediate action. Leveraging Performance Max (PMax) further amplified reach and engagement, prioritizing hotel deals and bookings to drive conversions.

Budgets across paid social and search advertising were optimized to maximize reach and engagement. Strategic optimizations — including CRO testing every six months, monthly optimizations of copy, creative, and budgeting for variants, and tactics performing well with the intended audience — ensured the effectiveness of the efforts in driving conversions.



With Simpleview, you're not just hiring experts in digital marketing — **you're partnering with specialists who understand destinations inside and out, from strategy to execution.**

MONTY WHITE
Director of Marketing,
Irving Convention & Visitors Bureau





Simpleview’s tech stack and services helped our marketing team bring everything together seamlessly. From concept to launch, they delivered the full package that helped lead to our award-winning campaign.”

MONTY WHITE, Director of Marketing,
Irving Convention & Visitors Bureau

“12 Days of Holiday Giveaway”

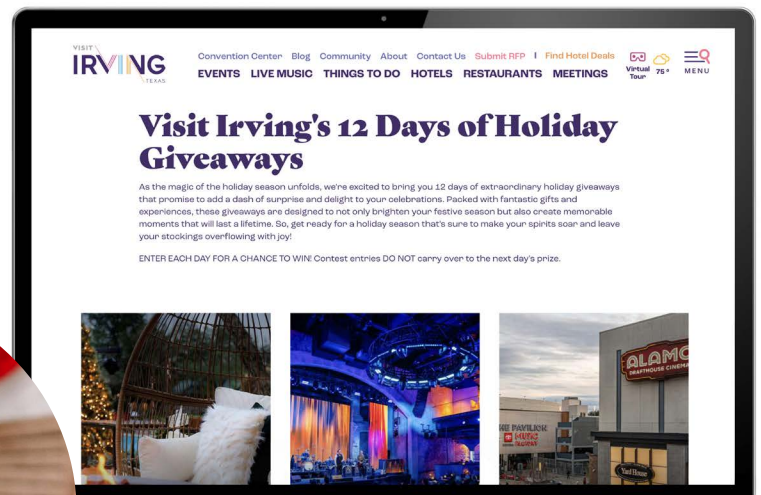
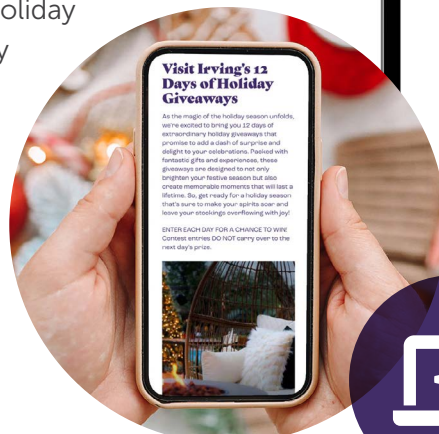
Irving CVB celebrated the holiday season with a series of targeted drip campaign emails over 12 days to its existing e-newsletter subscribers and new opt-ins via form submissions as part of the campaign. Each email in the series highlighted different holiday-centric themed content and spotlighted the daily participating package partners.

The “12 Days of Holiday Giveaways” landing page featured call-out tiles linking to child pages promoting each day’s special package and contest entry. Each child page highlighted individual partners with CTAs directing to their business listings. Special emphasis was placed on a paid social campaign to promote the “12 Days of Holiday Giveaways” on Facebook and Instagram to garner the interest of Irving CVB’s loyal following on social media with a fun, joyous seasonal promotion.

Prospective contest entrants were enticed to unwrap new surprises with a daily holiday giveaway ranging from local goodies to a grand overnight adventure. Six days featured special offers from seven participating partners for all “12 Days of Holiday Giveaways” entrants to enjoy including free swag, foodie promos, discount codes, a signature restaurant recipe, and more.

During the midst of the campaign, a banner was added to the CVB’s homepage to increase awareness of the “12 Days of Holiday Giveaways” with a clear, compelling call-to-action (CTA) to enter to win this holiday season. This attracted the attention of website visitors who otherwise may have been unaware of the campaign and encouraged continued participation and engagement throughout the giveaway’s duration.

Optimizations for this campaign included A/B testing of individual day promotions for paid social versus an evergreen dynamic ad. Higher success was seen from the evergreen placement, thus efforts were shifted for the final eight days of the campaign.

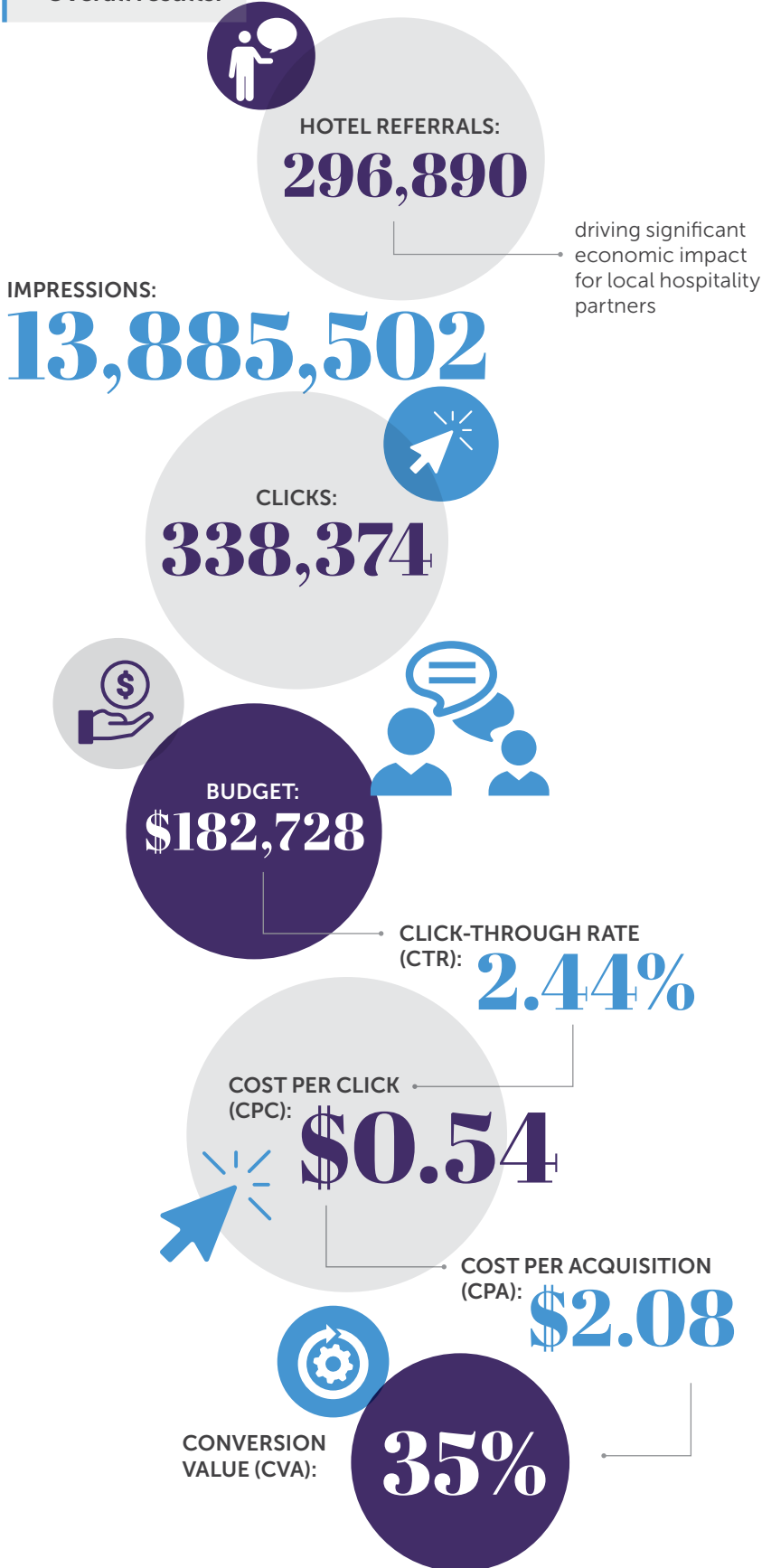


RESULTS

The success of these campaigns speaks for itself:

“Staycation” results from January–November of 2024

Overall results:



Channel performance — Facebook and Instagram:

Impressions: **11,675,441**

Clicks: **214,214**

Conversion rate (CVR): **22%**

CPA: **\$2.33**

Spend: **\$88,408.59**

Reach: **145,840 active users**

Sessions: **171,676**

Average engagement: **12 seconds/user;**
Engagement rate: **26.21%**

Google Ads:

Impressions: **1,590,415**

Clicks: **97,658**

Conversion rate (CVR): **91%**

CPA: **\$1.72**

Spend: **\$73,512.52**

Google Ads engagement:

Active users: **42,697**

Sessions: **47,022**

Average engagement time: **53 seconds/user**

Engagement rate: **75.6%**

RESULTS

(continued)

Microsoft Ads:

Impressions: **619,646**

Clicks: **26,502**

Conversion rate (CVR): **24%**

CPA: **\$2.85**

Spend: **\$20,807.52**

Microsoft Ads engagement:

Active users: **29,248**

Sessions: **30,864**

Average engagement time:
1 minute 16 seconds/user

Engagement rate: **74.24%**

PMax campaign:

Active users: **4,134**

Sessions: **4,366**

Average engagement time:
10 seconds/user

Engagement rate: **65.28%**

Landing page metrics:

Staycation landing page
sessions: **253,928**

Campaign impact:

Positioned Irving, Texas, as the perfect place to recharge and refresh, demonstrating a commitment to audience-centric strategies

Achieved measurable results with high efficiency and cost-effectiveness, underscoring the campaign's innovative approach

Recognized for excellence in driving economic impact and promoting the destination as a leisure travel hub

RESULTS

"12 Days of Christmas" results from December 2023

Email campaign highlights:

Open rates ranged from **46.7% to 59.8%** across 12 e-newsletter deployments

Overall email open rate: **53.7%**

Click-to-open rate (CTOR) remained consistent, exceeding **19.2%** across all emails

Total emails sent: **13,753**

Top performing emails:

Active users First email: **58.9% open rate, 40.4% CTOR, and 23.77% CTR**

Final email: **59.8% open rate, 19.4% CTOR, and 11.63% CTR**

Impact on engagement:

The campaign generated **967 new e-newsletter sign-ups** and **1,882 form submissions**

For every two submissions, one new leisure e-newsletter subscriber was gained, achieving record list growth

Paid social campaign highlights:

Total clicks: **8,788 at a \$0.27 CPC**

Average time on site:
1 minute 39 seconds

Budget: **\$2,354**

Engagement by platform:

Facebook feed: **6,613 clicks**

Instagram feed: **317 clicks**

Facebook reels: **235 clicks**

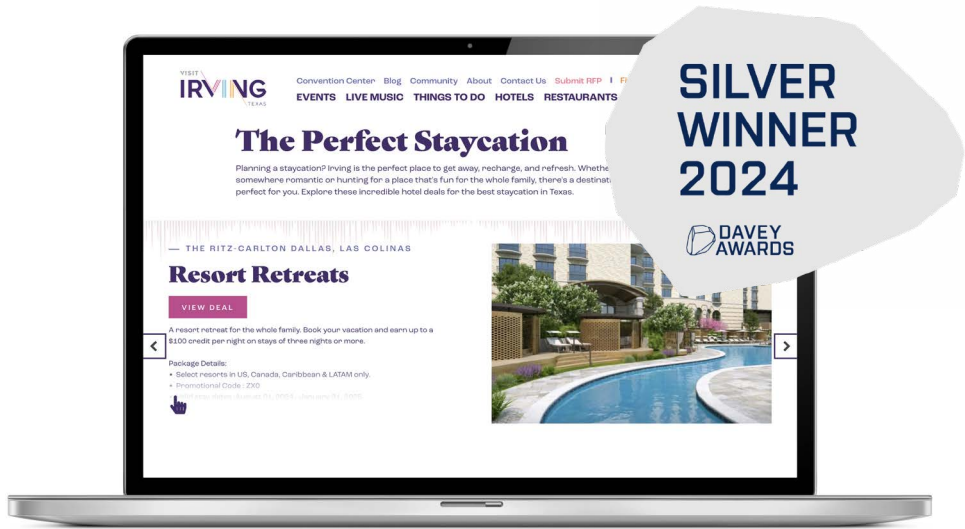
Instagram stories: **118 clicks**

Traffic and engagement:

Total sessions: **~15,000 with ~8,000 unique users**

Engagement rate: **81.5%**

~12,000 sessions lasted longer than 10 seconds, **triggered a conversion, or viewed 2+ pages**



Visit Irving Staycation CAMPAIGN
Simpleview
 Integrated Campaign-Marketing Effectiveness

Visit Irving 12 Days of Holiday Giveaways CAMPAIGN
Simpleview
 Campaign-Email Campaign Effectiveness

RESULTS
 (continued)

Top pages:

Highest sessions on child pages for days three, four, and 12

Key achievements:

272 participants clicked on the "Offers Just For You" CTA in the final email

Generated **93 additional website visits** to partner-specific pages, increasing visibility

Partners received **detailed reports outlining social impressions, listing views, and referral numbers**

Campaign impact:

Award-winning due to innovative strategies, outstanding achievements, and real-time optimizations

Successfully increased e-newsletter sign-ups and partner referrals

Demonstrated strong engagement KPIs and provided actionable insights for future campaigns



Working with Simpleview's digital services was a game-changer. Their expertise in tourism marketing combined with their innovative tools made achieving award-winning results a reality for us."

MONTY WHITE, Director of Marketing, Irving Convention & Visitors Bureau

Interested in finding out how Simpleview digital services — campaign management can work for your destination? Email us at cs@simpleviewinc.com or call us at **520-575-1151**.

SIMPLEVIEWINC.COM

Irving Convention & Visitors Bureau/Campaign management 12-2024

