



**usdm.net**  
Interactive Agency and Media Company

# Case Studies

*for General Mills*

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# HILTON RESORT RECEIVES 50 to 1 RETURN ON INVESTMENT WITH USDM.NET

## The Challenge

Faced with a down economy for leisure travel one of the largest Hilton brand resorts in Florida turned to USDM.net to develop digital advertising campaigns to increase room occupancy without decreasing RevPar (revenue per room) or profits. The goal was ambitious: use existing budgets to develop a new strategy for leisure travel and show a three to one return on the advertising budget, measured by the client, on profits.



## The Solution

### SEARCH MEDIA & DIGITAL ADVERTISING

USDM.net worked with the Hilton to analyze past booking patterns and provided research and insight as to consumer behavior in the down economy. USDM.net provided a position analysis to determine how consumers would react to multiple offers, all of which would maintain standard profits without deep discounts. USDM.net designed a mixed media approach of paid keywords, eMail advertising and deep organic search marketing to provide the conversions necessary to meet goals. USDM.net used digital marketing and advertising to generate inquiries that were driven to call center operators for up sell. Turning the standard model of "booking online" into "see the best deal online but only book by phone" worked tremendously well for the campaign.

## The Results

With USDM.net's strategy and digital mix of tactics, the resort preserved ADR (Average Daily Rate) and has seen up to a 50-1 net return on campaign investment. (Measured by Hilton, based on realized profit). The Advertising Campaign Budget was \$75,000.

# USD.M.NET INCREASES CITY OF TORONTO ECOMMERCE RESULTS

# 142%

WITH DIGITAL & SOCIAL  
CAMPAIGN

## The Challenge

Tourism Toronto engaged USD.M.net to breathe life into the city's digital presence, to raise awareness and position the website into consumer's and meeting planners travel planning and buying cycle and to increase eCommerce return on investment for the city during the holiday period. SeeTorontoNow at the time reported dismal site traffic, no social media engagement and minimal conversions in the booking engine.

## The Solution

USD.M.net assessed and researched Tourism Toronto's digital strategy and assets and designed a Holiday Campaign Strategy to holistically address Toronto's issues. The strategy deployed multiple digital tactics (including social extensions) designed to drive qualified traffic and a measurable return on investment to the city. Performance analysis provided Toronto detailed information and actionable data for all elements of the campaign.

## The Results

USD.M.net increased The City of Toronto's eCommerce results (lodging and ticket sales) 142%. The eCommerce conversion rates also increased 15%, subscriber opt in rates increased 20.6% and Facebook fans from ZERO to 30,000 in one month. Campaign investment was \$446,000.





## USDM.NET STRATEGY HELPED MIAMI RECEIVE \$1.15 MILLION IN GOVERNMENT FUNDS TO COMBAT CONSUMER PERCEPTIONS

### The Challenge

The BP Oil Spill disaster created an escalating nationwide panic as travelers started canceling travel plans for fear of the oil spill tarnishing the gulf coast beaches. Cities across the Gulf felt the immediate effects as a record amount of cancellations swept the perceived beach areas. This panic stretched across the east coast of Florida, causing Miami to have real concerns, despite being clear of the projected oil spill path.

The Greater Miami CVB, USDM.net client, was awarded \$1.15 Million dollars by the state of Florida (the most of any affected destination) based on a crisis marketing strategy to create a domestic and international campaign targeting inbound consumers who had planned or were planning on visiting Miami during the summer months. The greatest challenge was the constraints of the campaign funds: to reach qualified consumers on a very short timeline. With a start date of July 23, all campaign media and reporting had to be completed and submitted by August 18th in order to comply with funding. USDM.net was charged with building a campaign to change consumer perceptions and to deliver results under an extremely tight timeframe.

### The Solution

USDM.net (Digital AOR) began by implementing deep social monitoring in order to gauge consumer perceptions of the oil spill as it was relevant to Miami and Miami travelers. This consumer perception research pointed to compelling results that proved the consumers in the United States, Latin America and Europe had growing concerns with travel to Miami based on media speculation about the entire gulf and Florida being affected by the spill. USDM.net presented this compelling social media research to the GMCVB, who presented this report to the Governor of Florida. The Governor of Florida understood the risks and the need to mitigate the risk from consumer perceptions and the overall loss of tourism tax dollars as a result of travel cancellations.

USDM.net developed and deployed a domestic and international mix of media tactics where travelers would be reached during travel planning periods. Digital (OTA) media, social marketing and media, direct response marketing and search targeted the United States, Germany, Canada, Argentina and the UK (Miami's key feeder markets).

### The Results

This promotion included traditional and digital elements that contained pertinent information on Miami including live digital video of the beaches. The campaign yielded 21.2 million positive consumer impressions, 165,627 video views and a positive uptick in social media comments and posts. Budget investment was \$1.15 million.