

LOCAL REGIONAL AIRPORT – CASE STUDY

THE CHALLENGE:

A local regional airport had a goal to use their digital marketing to increase passenger volume as well as make their airport the first one travelers think of—whether planning a family vacation, booking a last-minute work trip, or heading out for weekend fun. The airport needed a cost-effective strategy that would position them as the convenient choice while competing against larger regional hubs.

THE STRATEGY:

We implemented a robust multi-channel approach focusing on SEM, Display Campaigns, and Facebook Targeting. Our targeting strategy combined high-intent search campaigns, geotargeted display advertising, and engaging social media ads to reach both existing customers and new potential travelers. The strategy emphasized local convenience messaging while maintaining competitive cost-per-click rates below industry benchmarks.

THE RESULTS:

- 13% year-over-year growth (60,399 vs 53,381 actions) - 12X faster than 1.1% travel industry benchmark
- 527% ROI with estimated \$275,500 in ticket revenue generated
- Display campaigns exploded with 52% growth in actions
- \$0.70 CPC maintained - 37% below \$1.53 travel industry average
- Consistent growth across 7 of 10 months, positioning airport for 1M passenger milestone

REGIONAL AIRPORT CATEGORY

CHALLENGE

Increase Passenger Volume to Support Route Expansion While Competing Against Larger Regional Hubs

DURATION OF CAMPAIGN: ANNUAL

(10 Month Review)
BUDGET: \$5,225/month

RESULTS

- ❑ 13% YOY Growth in Total Actions
- ❑ 527% ROI
- ❑ Growth 7 out of 10 months