WHEN AUSTRIA TOURISM WENT NATIVE

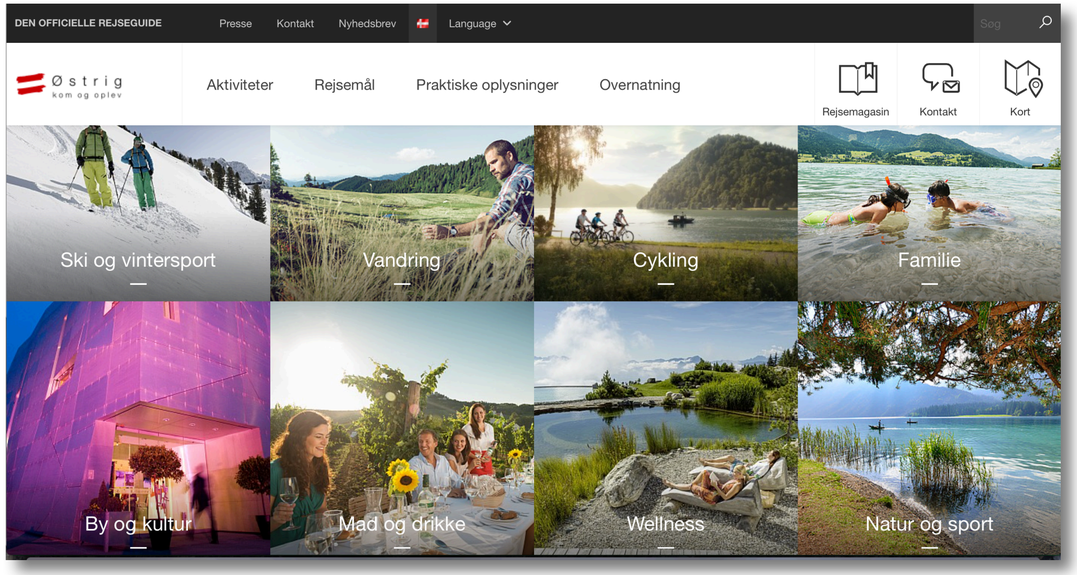
Case – Best Performance

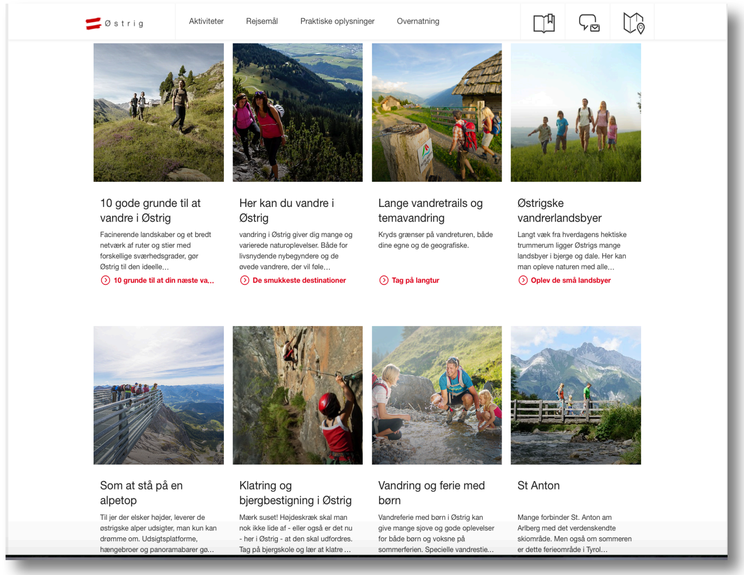
THE CHALLENGE

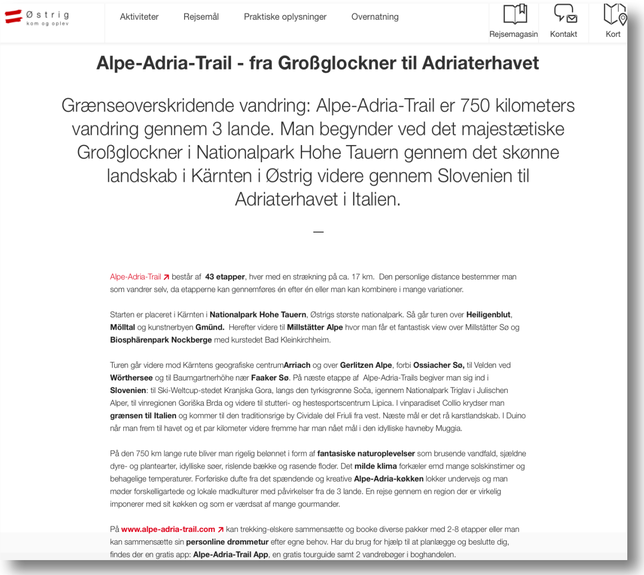
How do you make the public aware, that a country known for its skiing, winterdestinations and yodeling also has a lot to offer when the snow is gone and the summer hits the Austrian Alps?

THE SOLUTION WAS CONTENT MARKETING

Austrian Tourism built a complete Content Universe where users can be truely inspirered and seek information about Austria as a summer destination







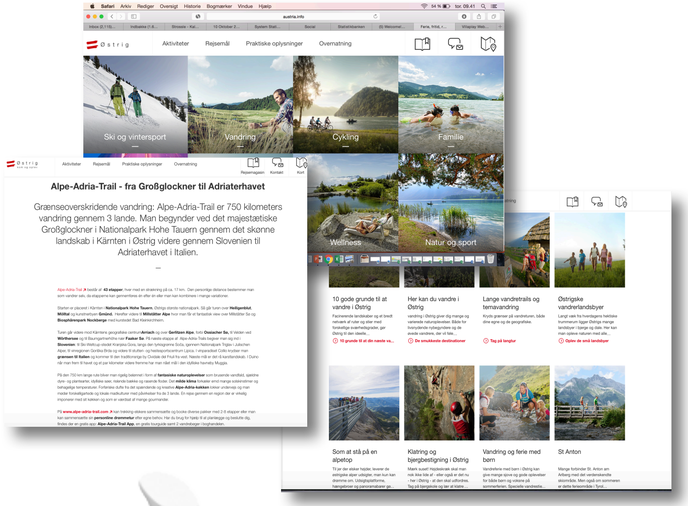
STROSSLE

BECAUSE STORIES CAN CHANGE PREFERENCES

My top of mind

USA
Greece
Portugal
England
Italy
France
Thailand
Spain
Australia
Croatia

My research / inspiration



My conclusion

Why not Austria!?

DISTRIBUTION STRATEGY

Earned Media Channels: Organic Search and PR
Owned Media Channels: Webpage, Newsletters, Social Media

} Ongoing strategic activity

Paid Media Channels: Display (Banners), Google Adwords (Search), Strossle (Native)

KPI's for Paid Media:

- **Percentage New users/Sessions**: We want to attract new users our site and content
- **Bounce Rate**: Specifically looking at cost per 'not-bounced' user
- **Time Spent**: Focus on time spent per 'not-bounced' user and cost per second

RESULTS CANNOT BE IGNORED

Percentage New Users/Sessions:	Display 75%	Search 43%	✓ **Strossle 84%**
Bounce rate: Cost per 'not-bounced user:	Display 79% Display 19 DKK	Search 37% Search 26 DKK	✓ **Strossle 35%** ✓ **Strossle 11 DKK**
Time Spent: Cost per Second	Display 19 Sec Display 0,99 DKK	Search 89 sec Search 0,29 DKK	✓ **Strossle 95 Sec** ✓ **Strossle 0,12 DKK**

Content marketing Distribution through Strossle "won" on all parameters – and with a good margin. Not only did Paid Content Marketing distribution deliver most new users, but the quality of these user were second to none.