



Slovenia Tourism Reaches New Users in the DACH Region, with Sojern

Summary

Slovenia Tourism partnered with Sojern to promote Slovenia as a gastronomic and wellness destination with a multi-channel campaign in the DACH market. Measuring the increase of pre and post campaign searches to Slovenia from audiences who hadn't considered the destination before, Sojern drove a 54% growth in searches to Slovenia.

Solutions Used

- Display
- Video

Results

2,628

visits to Slovenia Tourism website, 95% of which were new users

54%

YOY growth in searches to Slovenia from new travellers within Sojern's audience

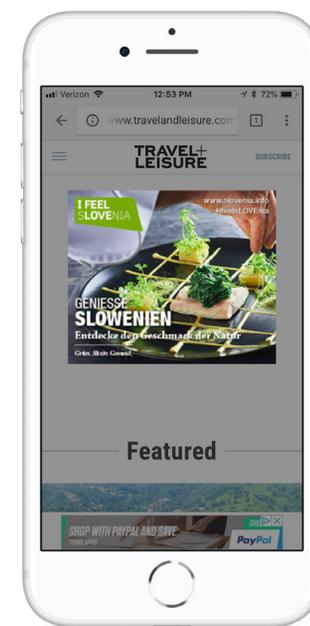
Engaged

in-market travellers in the DACH region in a more personalised way

“ Sojern gave us insight into the direct and incremental effects of our advertising. We were able to calculate the cost of acquisition for a lead that had shown no previous interest in our destination, by looking at searches for Slovenia after showing them our ads.

I FEEL SLOVENIA

Živa Deu
Digital Communication Manager



Display Ad Example on Mobile

About the Slovenian Tourist Board

The Slovenian Tourist Board is a national tourist board that plans and carries out the marketing of Slovenia's comprehensive tourist products and services and ensures the sustainable development of Slovenian tourism.

Challenges

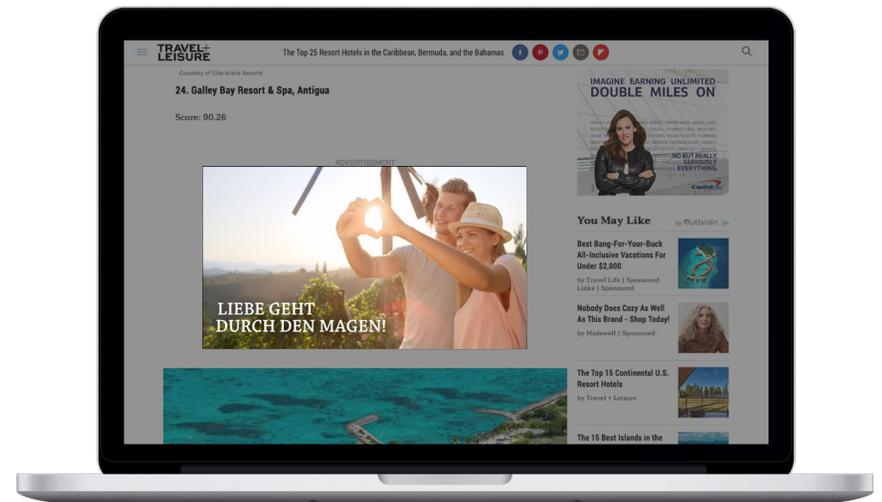
Tourism boards are often challenged with proving the impact of their marketing spend. As opposed to airlines or hotels, who can track bookings to a marketing source—it can be difficult for tourism boards to measure results. They turned to Sojern to deliver a multi-channel marketing campaign for two months starting in December 2018, and tasked Sojern with demonstrating the impact of the effort after the campaign.

Objectives

The campaign ran from 6 December to 31 January, with a goal to promote Slovenia as a hub of wellness and gastronomy to new travellers in the DACH region. Sojern tapped into its audience to reach people who were looking at competitor destinations, but hadn't yet looked at Slovenia. Sojern would then look at the increase in searches to Slovenia from audiences who had not searched for Slovenia before the campaign, but started doing so during the campaign, to measure the increase in interest to the destination.

Results

With billions of traveller search and booking intent signals, Sojern found the right audience for Slovenia Tourism. Using a two-pronged strategy of Display and Video assets, Sojern inspired 2,628 visits to the Slovenia Tourism website over the course of the two-month campaign, 95% of which were from users who hadn't previously visited the site. More importantly, the Sojern campaign drove a 54% YOY growth in searches from new travellers for Slovenia—proving the value of Tourism Slovenia's marketing spend.



Video Ad Example on Desktop

Looking to prove the value of your marketing efforts? [Contact Sojern now.](#)