

# Turismo Friuli Venezia Giulia utilizes Sojern's Travel Marketing Platform to drive qualified traffic to the destination website and partner websites

## Overview

The Turismo Friuli Venezia Giulia team partnered with Sojern on a multichannel marketing campaign focused on driving qualified traffic to their website and partner websites using travel data and highly targeted audiences. Sojern drove over 50% of website traffic during the campaign, and of those visitors, 1 in 4 visited a partner website.

## Channels Used

- Video
- Display

## Results

**50%+**

of the website visits driven by Sojern

**Discovered**

a platform that allowed better measurement of campaign results

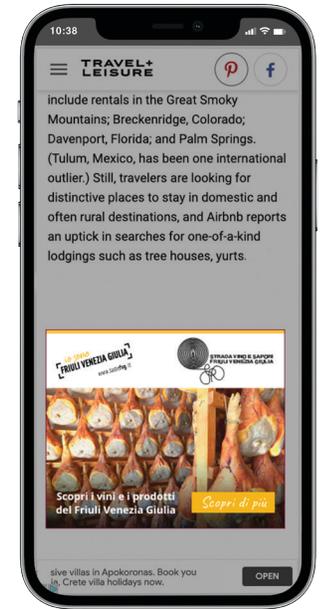
**1 in 4**

Sojern-driven visitors clicked through to partner websites

“ Before working with Sojern, our programmatic campaigns were mainly focused on getting brand awareness rather than direct conversions. Sojern's pixel helped us to track the whole funnel on the website and truly see the success driven from our marketing programs.



**Stefano Taddio**  
Program Manager



Display Ad Example on Mobile

## About Turismo Friuli Venezia Giulia

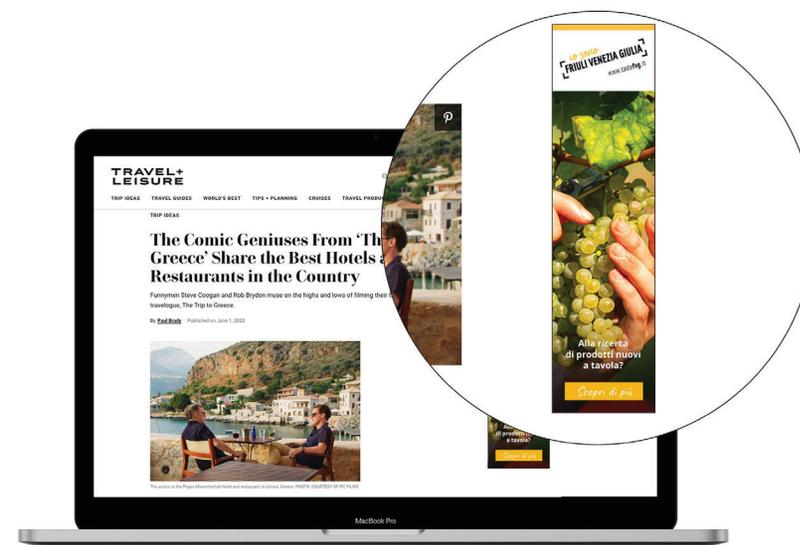
Friuli Venezia Giulia is Italy's most north-eastern region. Surrounded by beautiful nature and the Dolomite Mountains that visitors can explore through the many hiking trails, Friuli Venezia Giulia gives travelers a chance to experience Italy at a more relaxed pace. The region is known for its prized San Daniele ham, Montasio cheese, and wines such as Collio, Colli orientali del Friuli and Karst.

## Challenges

The Turismo Friuli Venezia Giulia team wanted to adapt their marketing strategies to focus on digital, but it was difficult to find relevant data for targeting, and it was important to measure the effectiveness of their campaigns. They were also challenged with transitioning from brand awareness and consideration campaigns to direct response campaigns. They sought a partner with a platform that could support them in their digital strategy using travel data, targeted audiences, and insights on their market.

## Objectives

In the fall of 2021, the Turismo Friuli Venezia Giulia team activated a campaign across display and video, with the goal of driving qualified traffic to their website, as well as their partner's websites to learn more about the products that showcased how special the region was; ham, cheese, and wine. Using affinity audiences and Sojern's travel intent data, the campaign reached Italian travelers who were actively searching for travel to Friuli Venezia Giulia as well as competitor destinations.



Display Ad Example on Desktop

## Results

Throughout the campaign, Sojern drove more than 50% of the visits to Turismo Friuli Venezia Giulia's website. 1 in 4 users brought to the website by the campaign also visited the partner websites, proving that the campaign was targeting the right audiences. "Before working with Sojern, our online marketing was focused on brand awareness, and very little on conversions. Now we can track conversions on the website and truly see the success driven from our marketing programs," Stefano Taddio said.

Looking to prove the return on investment of your marketing efforts? **Speak with an expert today.**