



Hotel ^{THE} *Statler*

Case Study

Challenge

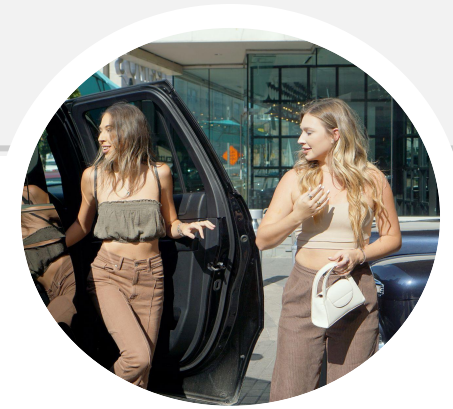
The Statler is a pioneer hotel featuring 4 food concepts and 2 entertainment options. The client's goal was to increase brand awareness.

+38K
Impressions

Solution

We geofenced The Statler's ad with a 2X loop saturation in the Dallas / DFW metro area to high-income passengers.

+3.7K
Interactions



Verified Trips

37

Number of trips taken after audience was exposed to campaign.

Campaign Results

ROAS

370%

Calculated by estimated number of foot traffic of trips multiplied by the client's ticket size.

+20K

ZIP CODE
IMPRESSIONS

Audience

52.4%

Fully attentive audience determined by the total attention time divided by total dwell time.