

Digital Audio Delivers Strong Completion Rates

Engaging travellers with high-quality listening

OVERVIEW

Tourism Vernon wanted to raise awareness and attract more visitors by showcasing curated travel experiences and local events that highlight the region's appeal. With increasing competition among Canadian tourism destinations, the goal was to engage travellers early in their planning process and inspire them to consider Vernon, BC as their next getaway.

APPROACH

At the centre of the campaign was Digital Audio Advertising, which delivered targeted, personalized messages to listeners based on demographic profiles, activities, and playlist behaviours. This channel drove exceptionally strong engagement, generating 303K+ listen starts (benchmark 220K*) and sustaining attention throughout the full ad experience with 285K+ listens to 25%, 282K+ to 50%, 280K+ to 75%, and 277K+ completions, each surpassing their respective benchmarks (209K, 207K, 206K, and 203K*). These results reflected not only audience reach but deep, uninterrupted listening behaviour that strengthened message retention.

Sponsored content on National Post complemented the audio effort by showcasing Vernon's offerings to a broad, travel-motivated audience, driving 5,476 clicks to learn more about the destination. Programmatic display advertising expanded the campaign's reach further, ensuring Canadian travellers encountered Vernon's content across high-interest environments. Continuous optimization across all channels helped reduce the cost per lead to \$0.01, increasing overall campaign efficiency.

CONCLUSION

By combining targeted audio messaging with sponsored content and programmatic display, Tourism Vernon successfully elevated awareness and motivated travellers to explore the destination. The exceptionally high audio completion rates and strong cross-channel engagement demonstrated the impact of an integrated strategy designed to reach travellers at multiple stages of their decision-making journey.

303K+

DIGITAL AUDIO LISTEN STARTS
Benchmark: 220K*

277K+

DIGITAL AUDIO COMPLETIONS
AT 100% LISTEN-THROUGH
Benchmark: 203K*

\$0.01

COST PER LEAD

*Benchmarks are industry averages.

