

CASE STUDY

Delivering Thousands of Tourism Visits Through a Comprehensive Digital Campaign

How Q1Media drove over 26K visitors to Allegany County, MD.

Campaign Quick Facts

34.5M

Impressions Delivered

120K

Clicks

.35%

CTR

26K

Visitors



Here's What Our Client Has to Say

Q1Media has been one the most beneficial partnerships for our destination marketing office. The value of digital media is its transparency, reporting mechanisms, and, importantly, the ability to pivot quickly and effectively to match strategic needs...It is hands down one of our easiest and most rewarding partnerships.



About the Client

Allegany County Tourism is a destination marketing organization for Allegany County, Maryland. The region features state parks and trails, historic attractions, and vibrant arts & entertainment districts.

The Campaign Goal

Drive trackable foot traffic to Allegany County and specific points of interest within the county, and increase Destination Guide downloads to establish consideration for future visits.



Sample Creative

Strategy

Q1Media built a campaign using a combination of Display, Pre-roll Video, CTV, Digital Audio, Native Advertising, and Mobile Device ID tactics to reach three distinct target audiences. A diverse multi-tactic approach ensured that the client's message would reach the appropriate audience across various mediums and deliver the greatest impact. Twelve specific locations within the area were focused on during the campaign, which included select casinos, historic downtown areas, breweries, and state parks. The campaign ran from July through December.

Results + Success

A total of **26,952 unique visitors** traveled to Allegany County during the campaign and the three months after it wrapped. Of these, over **9,000 visited** the specific points of interest that were tracked.

During the campaign, the client's **website traffic increased by over 80%** (136k vs 75k) compared with the previous timeframe. **Total sessions increased by over 90%**, and the **average session duration increased by almost 10%**. Additionally, the client had more Destination Guide requests via online and phone in the first week of October than in the entire month of September.