

Tourism Australia & Oath Make the Land Down Under a Top Travel Destination

At a glance



Increase flight bookings to Australia among US travelers



Use Yahoo Gemini native ads to drive highly qualified leads to Tourism Australia's website and boost travel bookings via partner websites



Generated 3x more site visits at a cost-per-lead 5x more efficient than the benchmark

Oath has enjoyed a long relationship with Tourism Australia, the government agency charged with increasing travel to Australia. Over the past couple of years, Tourism Australia has seen a record-breaking number of travelers visiting Australia from the United States. The agency's goal was to work with Oath to fuel that growth, specifically by driving leads to its website, as well as to partner sites to book travel.

Going Native

In June 2017, Tourism Australia worked with Oath to run a native advertising campaign designed to engage its target demographic of high-value U.S. travelers who have the time to head down under. After seeing success with Oath's targeting capabilities in previous campaigns, Tourism Australia was on board when its media agency, Universal McCann, suggested a month-long native campaign through



“ Travel brands like Tourism Australia are seeing incredible success with native ads that use compelling text, images and videos to connect with potential travelers and prompt their next trip. By delivering targeted ads to consumers in the experience where they are most likely to convert, Yahoo Gemini drove high performance for Tourism Australia and that's why native advertising continues to be a key part of their ongoing strategy. ”

— Courtney McKlveen, Head of US Field Sales, Oath



Tourism Australia

Oath's Yahoo Gemini platform. UM was confident that native ads would reach the right person while they were in the right mindset, ultimately driving qualified prospective travelers to partner sites at an efficient rate. These native ads were a perfect fit for a travel promotion because they leveraged compelling visuals showcasing Australia's natural beauty. The campaign featured traditional native ads and a new native carousel ad that enabled potential travelers to truly experience the land down under through multiple photos.

One "Ripper" of a Campaign

The campaign delivered both scale and productive leads, generating 3x more visits to the Tourism Australia website at a cost-per-lead 5x more efficient than their benchmark. The native carousel unit performed especially well on both desktop and mobile devices, generating a click-through-rate 2x higher than the benchmark.

Compared to other publishers, Yahoo was at the head of the pack when it came to cost per lead and achieved success both in bringing traffic to the Tourism Australia site and to its partners.

That success deserves a relaxing day on Bondi Beach.

Contact your Oath representative, email us at info-oath@oath.com or visit Oath.com

“ This successful native ad campaign inspired travelers across the US. Oath drove a tremendous number of visits to our website, plus a high number of click-throughs to our partners at a very low cost per lead. The campaign hit our goals on all levels. ”

— Jane Whitehead, Vice President of Tourism Australia



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Results

3x

More visits to Tourism Australia website

33%

More time spent on site than campaign average

5x

More efficient than the cost-per-lead benchmark

