

Web/social marketing campaign of the Catalogue of the crossborder network of the accessible tourism destinations

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Project Acronym: TOURISM4ALL

Project ID Number: 10047361

Project Title: Development of a cross-border network for the promotion of the accessible tourism destinations

Priority Axis: 3 Environment And Cultural Heritage

Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

Work Package Number: 5

Work Package Title: Promotion of the crossborder network of accessible tourism destinations

Activity Number: 5.2

Activity Title: Promotional activities of the crossborder network of the accessible destinations

Partner in Charge: Veneto Region

Partners involved: All partners

Status: Final

Distribution: Public

Table of content

| | |
|---------------------------|---|
| SUMMARY..... | 3 |
| Google ADS campaign | 5 |
| Facebook Ads | 7 |
| Conclusions | 9 |

Report of the results through the digital communication strategy activated for the promotion of the “Tourism4All” catalogue

SUMMARY

| Platform | Impression | click |
|--------------|------------|--------|
| Google ADS | 1.013.229 | 10.095 |
| Facebook ADS | 485.273 | 17.859 |

DOWNLOADED CATALOGS

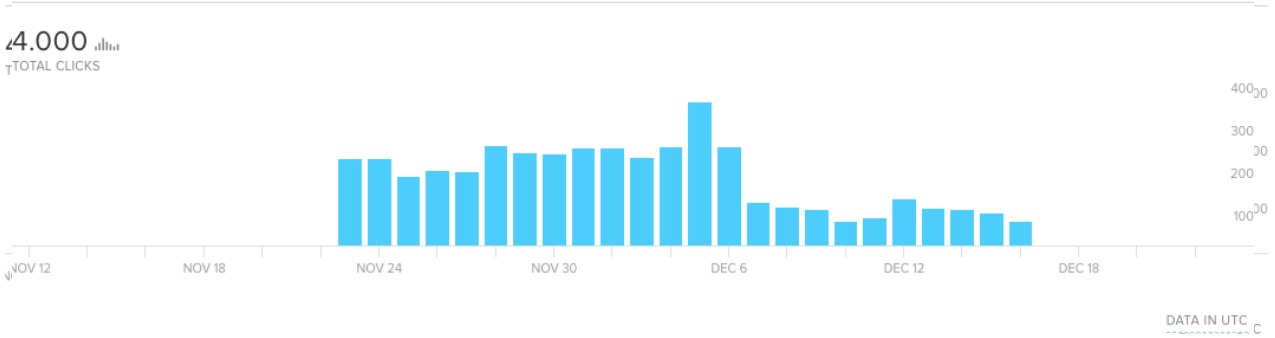
| Italian version | Croatian version | English version |
|-----------------|------------------|-----------------|
| 4.986 | 3.067 | 4.000 |

The digital communication plan generated about 1.5 million impressions and 28k interactions, and the catalogue was downloaded 12k times in its three Italian, English and Croatian versions. The monitoring of the catalogue download was possible with customized links generated through the Bitly tool. The graphs below show the trend of clicks on the "download catalogue" button on the ConCentro site obtained thanks to the digital campaigns set up.

CCREATED 19 NOV, 18:37 | Alessio Lo Muzzo

https://concentro.pnud.camcom.it/uploaded/amministrazione_trasparente/altro/Catalogue_Tourism...
https://concentro.pnud.camcom.it/uploaded/amministrazione_trasparente/altro/Catalogue_Tourism4all_ENG.pdf

bit.ly/CatalogoENGTourism4All



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https://concentro.pnud.camcom.it/uploaded/amministrazione_trasparente/altro/Catalogo_Turism4a...
https://concentro.pnud.camcom.it/uploaded/amministrazione_trasparente/altro/Catalogo_Turism4all_HR.pdf

bit.ly/CatalogoCROTourism4All



In the first graph the downloads stopped on December 6th. This is because Facebook has suspended its campaigns on the Italian market, considering the direct link to the catalogue as a violation of its policy. To remedy the problem, the campaign was restored by replacing the url used with the link of the landing page created specifically for the campaign. With this scenario, the user who landed on the web page no longer downloaded the catalogue. The reasons may be different: from the structure of the web page to the contents, from the absence of images or videos explaining the initiative that could generate engagement and induce the user to download the catalogue.

Google ADS campaign

With Google ADS platform, two types of campaigns have been activated on the domestic market:

- Research Network
- Display

With the first campaign, various sponsored ads were placed on the first pages of the Google search engine, which promoted and encouraged users interested in downloading the “Tourism4All” catalogue.

From November 19th to December 16th, the ads received a total of 132,396 impressions and 1,919 clicks.

Each click corresponds to the visit of a user of the web page created on the domain of [concentro.pnud.camcom / catalog-tourism4all-ita /](http://concentro.pnud.camcom.it/catalog-tourism4all-ita/).

Depending on the requests entered by users on the search engine, the Google ADS platform generated different types of ads (the ad that has obtained the most visibility is shown).

Annunci più pubblicati



Activated the ads were:

| Annuncio | Impressioni | Clic | CTR |
|------------|-------------|-------|-------|
| ● Attivato | 132.396 | 1.919 | 1,45% |

Tutti gli annunci Tutte le estensioni < 1 / 1 >

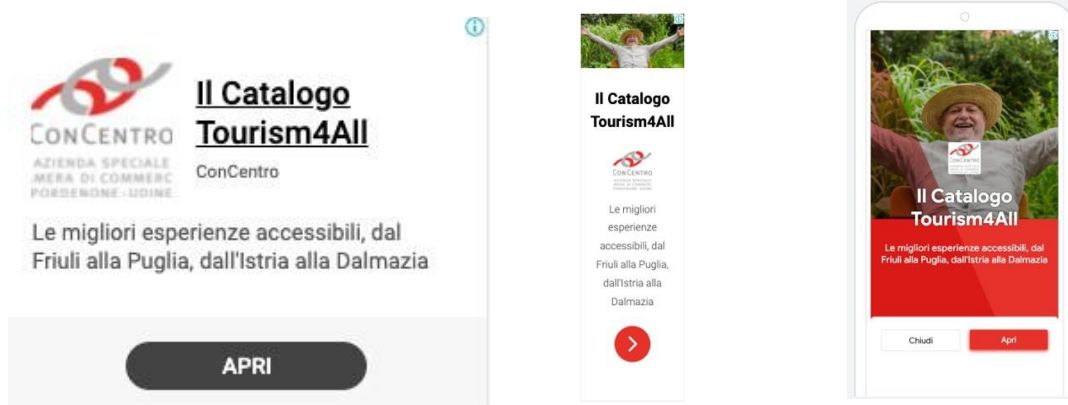
To expand the coverage of sponsored ads, they were also published on the display network, obtaining 119,000 impressions. Below are the main rankings, in order of impressions, obtained from the first campaign:

| Positioning | Impression | Clic |
|----------------------|------------|------|
| App The Weather | 23.538 | 79 |
| App Storm radar | 16.538 | 127 |
| Ilmeteo.it | 15.599 | 308 |
| 3bmeteo.com | 11.524 | 48 |
| proiezionidiborsa.it | 10.165 | 179 |
| volantino-24.com | 3.607 | 130 |
| thewam.net | 2.170 | 27 |

The audience that interacted with the ads was mainly female (819 clicks versus 658 clicks by male) over the age of 65.

The second Display campaign was set up with the aim of acquiring the widest possible coverage of animated ads and reaching the potential target operating in the travel sector (users who work in agencies and tour operators) through the use of target segments. offered by the Google ADS platform: 880,833 impressions and 8,176 clicks were obtained. To create the banner displays, evocative images were used that recall the theme of accessibility, including landscape content and people.

Some announcements published on some publishers reached.



The main rankings achieved, in order of impressions, obtained from the display campaign:

| Positioning | Impression | Clic |
|-----------------|------------|------|
| Staseraintv.com | 155.604 | 43 |
| Youtube.com | 14.061 | 71 |
| dizy.com | 6.212 | 22 |
| asiago.it | 5.964 | 3 |
| slurpy.it | 3.179 | 74 |

Facebook Ads

Through the Facebook Business Manager platform, three campaigns have been set up for the following target markets:

- Italy
- Germany / Austria
- Croatia

Each campaign has been programmed on the Facebook and Instagram platform using all possible placements (stories, reel, feed, in-stream, apps and sites, in the article, search, overlay of reels) with the aim of generating clicks on the link of the sponsored posts and to download the Tourism4All catalogue. For each country, two groups of identical advertisements have been structured but with different audiences (a broad open public and one with specific interests relating to issues on disability and those who work in the travel sector); while within each ad group, three identical ads were set but with different images to determine the best performing ad during the first 15 days of the campaign. The copy used has been translated into German for publication in Germany and Austria, and into English for publication in Croatia.



ConCentro Azienda Speciale... Sponsorizzato ***

Scarica il catalogo Tourism4All

Le migliori esperienze accessibili - dal Friuli alla Puglia, dall'Istria alla Dalmazia - in un unico catalogo scaricabile on line. Percorsi nella natura, spiagge, itinerari culturali, piatti tipici e altre attività proposte da 13 istituzioni italiane e croate di alto profilo per trascorrere una vacanza senza ostacoli e in piena autonomia.

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[Scarica >](#)

The best performing ads were the video carousels aimed at an audience without specific interest.

Results achieved for each campaign carried out:

| Campaign name | Coverage | Impression | Results |
|-------------------------|----------|------------|-------------------------|
| Croatia traffic | 55.954 | 142.799 | 3.460 clic on the link |
| Germany Austria traffic | 79.413 | 143.590 | 4.379 clic on the link |
| Italy traffic | 98.704 | 191.357 | 10.020 clic on the link |

Croatia traffic campaign

| Groups | Coverage | Impression | Results |
|-------------------|----------|------------|---------------------|
| Audience Broad | 55.922 | 142.761 | 3.459 clic sul link |
| Interested public | 32 | 38 | 1 click sul link |

Conclusions

The channels used and the data in our possession do not allow us to understand whether users who work for tour operators or agencies have actually been reached, and if the downloaded catalogue has actually been used and / or promoted by other operators in the travel sector. It is clear that the digital communication campaign has achieved excellent results in terms of kpi achieved: wide banner coverage and a large number of downloaded catalogues. A multi-channel strategy, with the use of other means, even offline, such as the press office, could have ensured greater certainty in terms of penetration of the Tourism4All catalogue with the required target.