

# Los Cabos Tourism Partners with Sojern to Reach In-Market Travelers Across Display, Native, and Video

## Summary

Los Cabos Tourism has worked with Sojern since March 2017 in order to drive greater awareness of their destination to in-market travellers. Using a strategy that included display, video and native assets, Sojern drove more website visits to the Los Cabos Tourism website.

## Solutions Used

- Display, Video, and Native

## Results

**22.9K+**

visits to the Los Cabos  
Tourism website

**0.37%**

click-through rate  
(CTR) on display

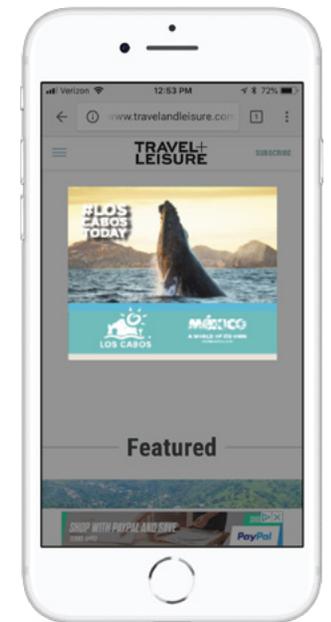
**65%**

video view-through  
rate (VTR)

“ Sojern has been great at delivering our message at the right moment to the right person. Their extensive traveler data allows us to be effective with our marketing spend—so we can inspire more of our right audience to visit Los Cabos.



Miguel Mondejar  
Marketing Manager



Display Ad Example on Mobile

## About Los Cabos

Los Cabos, located at the tip of the 1,000-mile long Baja California Peninsula, is one of the world's most diverse tourist destinations. The Los Cabos Tourism Board works with advertising, marketing and public relations agencies to promote Los Cabos, Mexico as a vacation destination for travelers.

## Challenges

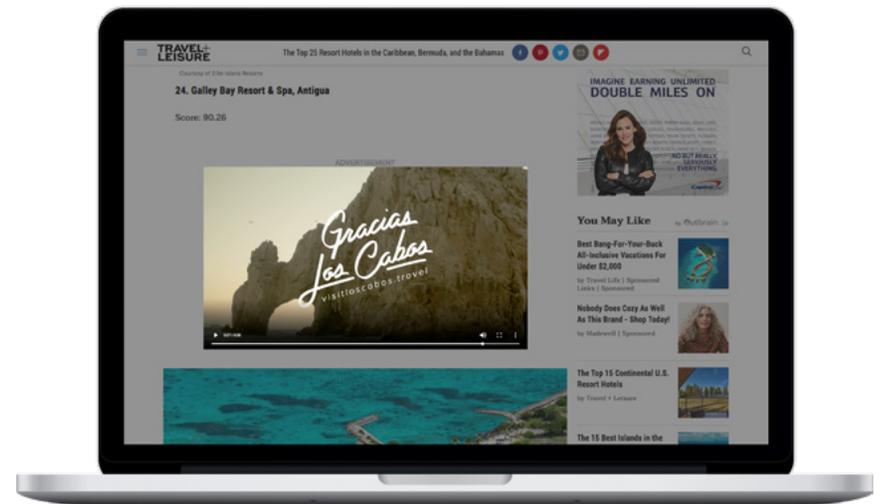
While online advertising is a massive opportunity for tourism marketers, using it effectively can be an overwhelming prospect. "The digital landscape is so huge," says Miguel Mondejar, Marketing Manager, "it can be difficult to reach people who are realistically interested in or able to visit Los Cabos."

## Objectives

The team began working with Sojern in March 2017 to raise their brand awareness and drive in-market travelers to the Los Cabos website. With access to live online traveler intent data, Sojern reaches people looking to travel from the US to Los Cabos, or competitor beach destinations, and engages them with beautiful messaging on behalf of Los Cabos Tourism. Sojern activated messaging via Display, Video, and Native placements. The Los Cabos Team measured Sojern on traffic to their website, as well as click-through rate (CTR) and view-through rate (VTR).

## Results

Sojern drove over 22,900 visitors to the Los Cabos tourism website through this multi-channel approach. Video and Native assets created a sense of wanderlust for those who were looking for a holiday, but who hadn't necessarily thought of Los Cabos as a destination. The Video alone achieved a 65% VTR. Display was also an effective way of inspiring travelers to visit the website, with a 0.37% CTR.



Video Ad Example on Desktop

Looking to raise the profile of your destination? [Get in touch now.](#)