# Cadent's predictive solutions drive $1MM in incremental sales for a travel destination

CAMPAIGN OBJECTIVE

A state destination marketing organization aimed to raise awareness as a summer vacation destination and drive in-market spend

CADENT'S SOLUTION

Cadent implemented a geo-targeted, omnichannel approach, integrating Cadent CTV, cross-device video, rich media, and display banners to maximize campaign efficacy and captivate travelers throughout their booking journey. Custom machine learning models analyzed 1st party data signals indicative of outdoor enthusiasts, family travelers, and empty nesters to identify travelers with the highest likelihood of spending within the destination.

CAMPAIGN SALES LIFT (OBSERVED)

4.90% Lift
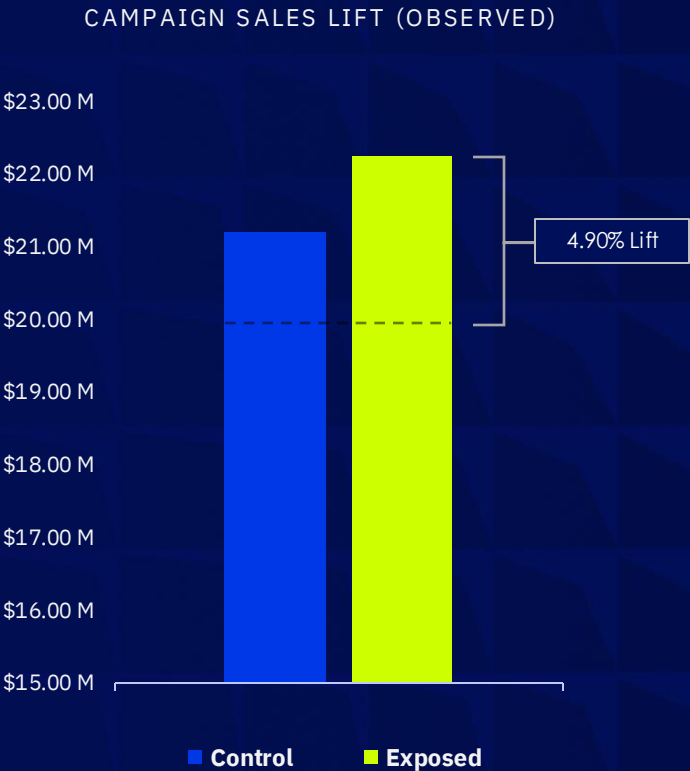
■ Control   ■ Exposed

RESULTS

To verify sales impact, Cadent analyzed sales data captured on actual credit and debit card transactions made within the destination and compared spend of those exposed to campaign media against a control group:

22MM
Observed in-market sales

1MM
Incremental sales drive by Cadent media

3.1X
Incremental ROAS (extrapolated)

Cadent