

# WE INCREASED WEB TRAFFIC FOR SAND VALLEY RESORT

Sand Valley is a four-season resort destination located in central Wisconsin. The resort is home to five award-winning golf courses complete with a variety of on-site lodging, culinary offerings, outdoor adventures and both grass court and indoor Court Tennis. Their competitive environment is high with many resorts that offer golf and other high-end amenities/activities looking for the similar clientele.

## STRATEGY & TACTICS

- **Objective:** Sand Valley’s objective was to highlight their brand, luxury offerings, and real estate opportunities to affluent audiences in Chicagoland to increase web engagement, grow their mailing list, and expand their real estate leads.
- **Strategy:** Sand Valley’s strategy was to create a “brand moment” in a Chicago area that has a high propensity to reach upscale audiences on foot when they are more likely to engage. Their station domination program ran in OTC MetraMarket and included twenty-three backlit dioramas throughout the station. They created an immersive experience with beautiful imagery that highlighted their many award-winning offerings and included a call to action and QR codes.
- **Results:** As Sand Valley’s Metra program went live, they immediately saw results, which continued throughout the program’s duration. All their campaign goals were exceeded. SandValley.com and SandValleyPursuits.com both increased their YoY traffic by 100%. Within their websites, the Elemental Wellness Retreat event page jumped to top three most viewed page and the Sand Valley Winter Schedule moved to most viewed. The drivers of this success were attributed to scans from the QR codes on the MetraMarket displays. Due to the incredible surge in online activity, their real estate leads increased, they added many new contacts to their mailing list, and additionally reservations went up.

“Utilizing OUTFRONT’s large variety of displays really allowed us the freedom to tell our brand story. We were able to take into account the different traffic patterns of visitors and leverage the location of display placements to get our message across in a very impactful way.”

- Erin Belza, Creative Director, Sand Valley

CLICK [HERE](#) FOR VIDEO RECAP

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



## RESULTS

# 100%

INCREASE IN WEBSITE TRAFFIC YOY

# #1

QR CODES LEAD TO TOP PERFORMING WEB PAGES

