



AUSTRIA

AUSTRIA INFO SEES INCREASED GLOBAL TRAFFIC AND BRAND AWARENESS WITH 24/7 REAL MEDIA SEARCH SERVICES. ACHIEVES DECREASED CPT AND CPA ACROSS 10 COUNTRIES

Austria Info, Premiere Web site for Austrian Tourism

Austria Info is a tourism portal for Austria. The objective of the site (www.austria.info) is to show Austria as an attractive tourism destination country and to draw as many tourists as possible, from all over the world. Austria Info offers general information about Austria as well as travel guides, trip tips, accommodation and travel planning and other Austrian travel resources. The portal targets and reaches people in many different regions and countries around the globe. It therefore must incorporate various different languages and specific local information in order to boost international tourism incoming to Austria.

European tourism in general has been rising over the last few years. Specifically, Austria is one of the top six global tourist destinations, but supported mainly by European tourists. Increasingly, tourists around the world are turning to the Internet for information and for spending travel dollars online.

Challenge:

Creating, Implementing, and Managing a Global SEM Campaign to Increase International Tourism to Austria

Austria Info is one of Austria's largest online tourist portals, with the aim of increasing tourism in Austria. They desired to implement an international SEM campaign with the following objectives:

- Increasing and optimizing traffic to their site
- Increasing brand awareness and image
- Being found when somebody makes more than one search

With its broad tourist target market spread across the globe, Austria Info faced challenges in improving brand awareness, increasing user traffic, and reaching customers via SEM. Initially the company attempted to manage their SEM initiatives internally. However, with a global target audience, that became extremely complicated and difficult to manage. Austria Info needed an SEM service to help them easily manage their complicated campaigns and generate results.

24/7 Real Media Search Services Selected for Global Reach and Ease of Management for International Campaigns

When seeking an SEM solutions provider, Austria Info determined that they needed a company that could manage a global SEM campaign, produce results, and provide expert local knowledge and support. With 24/7 Real Media's comprehensive global search marketing services, they would be able to achieve their goals.

"More than other SEM-experts, 24/7 Real Media offers Decide DNA®, a unique technology in comparison to the competition, and provides an optimal packet for the tourism sector!"

-Markus Gratzer,
Research &
Development,
Österreich Werbung





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24/7 Real Media initially executed a SEM strategy in three German speaking European countries: Switzerland, Austria, and Germany. A comprehensive strategy was utilized, and included:

- Creation of keywords listings according to local markets
- Budget assignment among various countries and search engines
- Listings optimization
- Bid strategies optimization

Decide DNA 6 provided reports on traffic, costs, and ROI, which measured the success of the campaign. After the initial success in the German speaking markets, 24/7 Real Media broadened the campaign and executed the same strategies in other European countries and in the US. Decide DNA 6's ability to operate in various languages in addition to 24/7 Real Media's presence, experience and local knowledge of different countries and markets allowed for seamless integration and execution of this multi-lingual, multi-cultural campaign. A single point of contact for the entire global campaign allowed for efficient coordination, execution, reporting and communication.

Results: Increased Web Site Traffic

Traffic to Austria Info's web site increased in the various countries in Europe and in the US where the campaign ran.

Select examples of traffic increase:

- UK: +41%
- Italy: +64%
- US: +104%

Results: Decreased CPT and CPA

CPT and CPA decreased in the various countries in Europe and in the US where the campaign ran.

Select examples of CPT decrease:

- France -64%
- US: -93%

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit www.247realmedia.com.

**24/7 Real Media:
The Science of Digital Marketing.**