

# Net Conversion Case Study

## NASSAU PARADISE ISLAND

From April through July 2013, Nassau Paradise Island increases total Website Visitation 44% and SEM campaign Conversion Rate by 25%.

**Situational Analysis:** The Nassau Paradise Island Promotion Board (NPIP) is responsible for generating awareness for these islands in the Bahamas and driving conversions for member hotels via [www.nassauparadiseisland.com](http://www.nassauparadiseisland.com).

**Marketing Objectives:** Generate incremental awareness via website visitation and conversions via leads sent directly to the members' in the form of qualified website traffic and phone calls. Utilize the following channels:

- Search Marketing
- Re-marketing
- YouTube TrueView pre-roll online video



### Campaigns ran in multiple phases across the Continental US in:

- *Awareness* - National TrueView Campaigns
- *Direct Response* - Search and Remarketing

## RESULTS

Increased NPIP  
US website visitation  
**+44%**  
vs the same period PY

Search Marketing  
campaigns increased website  
conversion rate  
**25%**

Remarketing audience of  
3.7 million and drove  
**1M**  
incremental visits

NPI became the leading Caribbean destination site in website visitation.