

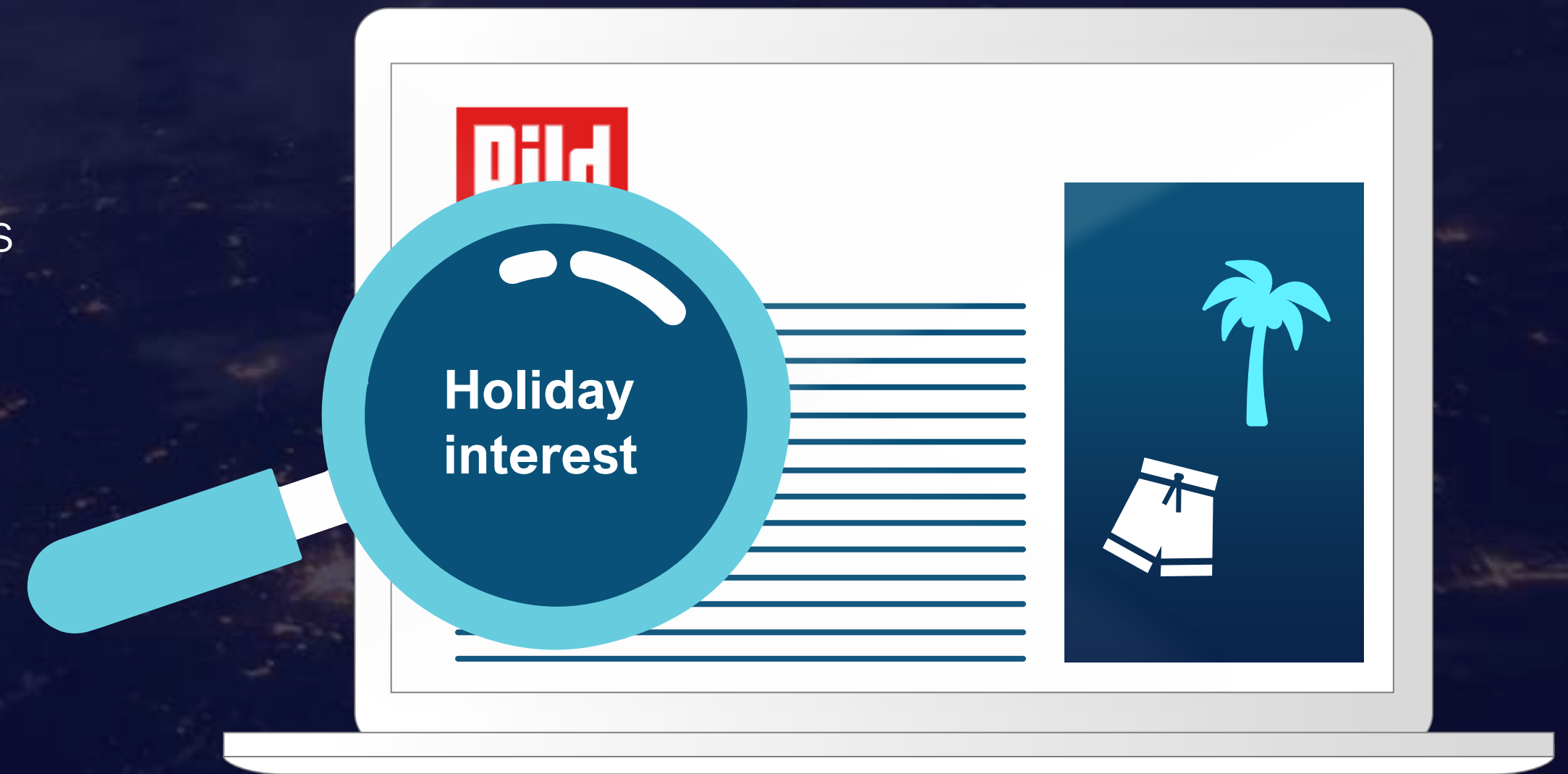
# CONTEXTUAL - BEST CASE

## Challenges

An island tourist association needs a reminder to potential tourists before the start of the holiday season.

## Solutions

With our ROP campaign, supplemented by targeting travel environments and an animated banner, we addressed the right audience in a targeted manner and achieved very good performance values.



Impressions  
**442.904**



CTR  
**12,6%**



Runtime  
**03.06.2021 – 15.06.2021**



CTR Uplift  
**+1357% gegen Peers**



Format  
**Dynamic Skyscraper +  
Mobile Intersroller**