



ROCKY MOUNTAINEER®

ROCKY MOUNTAINEER'S SEM KEY TO DIGITAL MARKETING SUCCESS



People from all over the world seek premium, nature-based excursions to create lifelong memories and Rocky Mountaineer's luxury train journeys through the Canadian Rockies fits the bill. But how to help vacationers find Rocky Mountaineer in an Internet's worth of holiday options was a challenge. With an eye toward increasing new bookings, Rocky Mountaineer contracted with Cardinal Path to bring efficiency and impact to their online marketing efforts.

Rocky Mountaineer needed a holistic review and game plan to increase guest bookings

Challenges:

As is the case with many marketers, Rocky Mountaineer knew that it needed expert help in their efforts to increase the revenue they generated through paid digital marketing efforts in the highly competitive luxury vacation space. Furthermore, they felt they needed guidance in formulating appropriate messaging specific to their digital marketing efforts.

Preparing to make the most of marketing spend

Assessment:

Cardinal Path executed a detailed assessment of historic and current advertising and analytics account performance and teased out post-click behaviors and expectations of web visitors interested in Rocky Mountaineer's many holiday packages, determining, among other enhancements, that multiple AdWords campaigns could be streamlined.

Cardinal Path also tested multiple advertising messages to determine those with the highest impact on sales and found that existing channels could be optimized and expanded to establish critical first-click relationships.

Implementing, Executing and Troubleshooting Solutions

Cardinal Path restructured digital ad campaigns, ran tests on advertising messages, optimized bid management, filtered out irrelevant traffic, and more.

Additionally Cardinal Path:

- Analyzed Google Analytics data in order to optimize digital marketing accounts
- Set up E-commerce parameters in Google Analytics to collect and analyze conversion data
- Targeted new countries in digital marketing efforts and Cardinal Path developed compelling copy that was both culturally and idiomatically relevant to geographically targeted prospects, eventually including new campaigns across six counties
- Created remarketing campaigns, managed and optimized them
- Created AdWords video campaigns in concert with YouTube videos and social media efforts, and managed and optimized them
- Launched new Bing Ads account
- Provided ongoing AdWords and Bing Ads account management and optimization
- Created a set of metrics to track in order to gauge ongoing performance, progress and opportunities for improvement reported out on a monthly basis

Results

After Cardinal Path instituted and sharpened their new tactics, ideal customers from around the world found Rocky Mountaineer and their wide variety of unique vacation experiences, resulting in increased conversion.

A client since January 2011, Rocky Mountaineer has reaped tremendous increases in return on their digital marketing investments and they continue to increase in step with larger spends.

“The digital marketing team at Cardinal Path helped Rocky Mountaineer more clearly define and become more efficient with our online marketing strategy. The ROI we’ve achieved has been outstanding and we’re looking forward to further expanding on what has been a very successful project for our business.”

Gabriel Villablanca, Manager, Digital Marketing

Return on investment for the first quarter of 2014 was 517% and year-over-year increases in generated revenue were up by 24% in that same quarter compared to the first quarter of 2013.

User engagement metrics also showed impressive growth with brochure downloads and requests increasing by 147% in the first quarter of 2014 compared to the same period in 2013. Also in the first quarter of 2014, Rocky Mountaineer’s cost-per-conversion went down by 41% while its conversion rate went up by 59%.

Based on such great paid direct marketing channel performance, Rocky Mountaineer increased its advertising budget year-over-year, tripling its average monthly budget since 2011.

Start optimizing your digital marketing investment today.

Call Cardinal Path to find out how.

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About Rocky Mountaineer

Featured on BBC’s “50 Things to Do Before You Die” and named one of the world’s best rail experiences by National Geographic, Rocky Mountaineer, the British Columbia-based business, has grown to become the largest privately owned passenger rail service in North America and has welcomed over one and a half million guests onboard since its inception in 1990.

Cardinal Path is a premier digital data analytics firm that works with the world’s most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.