



NEVADA COMMISSION ON TOURISM USES BEHAVIORAL INSIGHTS TO DOUBLE CONVERSIONS



The Nevada Commission on Tourism (NCOT) promotes travel to the state of Nevada – encouraging visitors to venture beyond the iconic Las Vegas Strip. The NCOT partnered with Cardinal Path to develop an integrated digital media plan enhanced with web interaction data. With robust Google Analytics, accurate data collection and bidirectional CRM system integration, the NCOT now has precise behavioral insights and a nearly limitless way to serve TravelNevada.com users across multiple visits and touch points.

Top benefits

**35% increase
in Visitor Guide
orders**

**43% increase in
travel partner
referrals**

**68% increase
in Visitor
Guide
downloads**

**73% increase
in Visitor
Guide views**

**2X increase in
remarketing
campaign
conversions**

“Cardinal Path not only gave us a strategic solution to collect good, accurate data we could be confident in, they helped us realize all the ways we can actually use it to benefit our partners and our visitors.”

David Peterson

Director of Research, Nevada Commission on Tourism

Why TravelNevada.com needed more accurate consumer insights

The Nevada Commission on Tourism (NCOT) has one simple goal: to drive tourists and travelers to the state of Nevada. While the lights of the Las Vegas Strip provide a compelling global beacon, the state's hotels, resorts and other tourism-driven businesses depend on websites like TravelNevada.com and NCOT advertising to generate travel bookings and interest in everything that Nevada has to offer.

“Our most important goal is to identify and respond to behavior, and that goes way beyond what version of a browser someone was using. Combining the advanced features of Google Analytics with integrated CRM data gives us insights we can use to make the integrated user experience that much better.”

Jolyn Laney

Deputy Director Marketing & Advertising,
Nevada Commission on Tourism

When users visit TravelNevada.com, they could be looking for anything from kayaking and rock climbing trips to five-star spas and golfing. Identifying what activities and locations resonate with visitors is the first step to promoting relevant and timely messaging across range of digital mediums. Ensuring that this information is available inside a robust CRM system is equally paramount.

How Cardinal Path created a new data collection and analysis strategy

NCOT worked with Cardinal path to architect a solution that not only collects data from website visits, but also

leverages the Google Analytics API and Custom Variables to provide that data to a CRM system for opted-in users. With a single repository containing a vast array of on- and offline behavioral data, rules-based customizations dynamically provide individual users with the most relevant content available.

Email marketing messages are now tailored with offers, imagery, and messaging that reflects each user's traits, customer history and behavior patterns. Anonymous cookies allow for dynamic site content adapted to certain demographic or psychographic traits, media consumption patterns or historical interactions with a variety of mediums and touch points. This information is then used to trigger specific and relevant remarketing campaigns that reach users well beyond an initial site visit.

Deploying Google Analytics and integrating the various CRM and necessary website layers quickly provided excellent results. With accurate sourcing of on- and offline media and a complete and integrated AdWords data set, NCOT can more effectively allocate budgets and create new campaigns that respond to ongoing user insights.

Most importantly, the AdWords deployment represents just the tip of the iceberg. As data continues to flow in and the analysis reveals more correlations and insights, opportunities to further improve the customer experience through dynamic, data-driven customizations are virtually limitless.

About the Nevada Commission on Tourism

The Nevada Commission on Tourism (NCOT) promotes the state as a tourism destination for domestic and international travelers through marketing and advertising programs, public and private partnerships, and grants for local entities.

Start benefitting from your organization's digital intelligence. Call Cardinal Path to find out how.

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