

CASE STUDY:

HOW TOURISM IRELAND IN GERMANY SIGNIFICANTLY INCREASED ENGAGEMENT ON IRELAND.COM BY SHIFTING FROM DISPLAY TO CONTENT DISCOVERY



Solution:

Outbrain Amplify

Vertical:

- Travel

Key Themes:

- Website engagement:
Bounce rate, pages visited per session, dwell time
- Reduced costs of traffic acquisition
- Audience development
- Distribution of travel related content

Overview: [Tourism Ireland](#) was founded in 1998 by the Irish government and Northern Ireland parties to support tourism in Ireland. With a total of 160 employees, they have offices around the world and provide detailed information on Ireland as a holiday destination on their website [Ireland.com](#).



Objectives: Tourism Ireland in Germany worked with content-discovery platform Outbrain to position Ireland as a holiday destination. Their campaign objectives were to drive traffic and ultimately high quality users to their website [Ireland.com](#) at a cost effective price. High quality users were identified as having viewed at least two pages per visit, demonstrated low bounce rate and good dwell time.

Solution: With Outbrain, Tourism Ireland used content to drive potential tourists back to the [Ireland.com](#) website. Through the content on their website they were able to drive high dwell times by inspiring users to explore holidays in Ireland. In order to achieve this they did the following:

- Personalised content based on the user's interest. For example, users identified as being passionate hikers were sent information about backpacking in Ireland.
- Creating plenty of content for users who have a broader but clear interest in visiting Ireland. Each month new content was uploaded to the site, and depending on its performance it was optimised and earmarked for broader distribution.

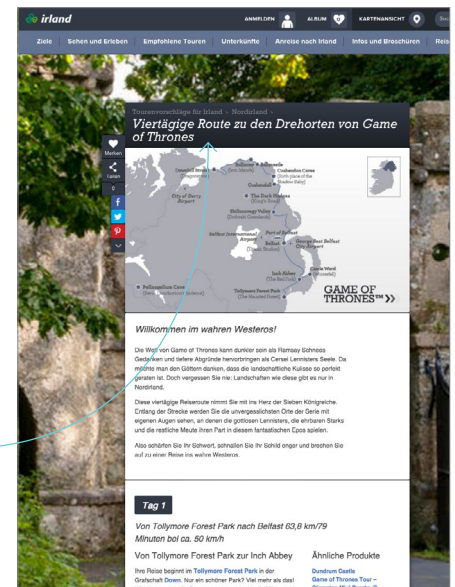
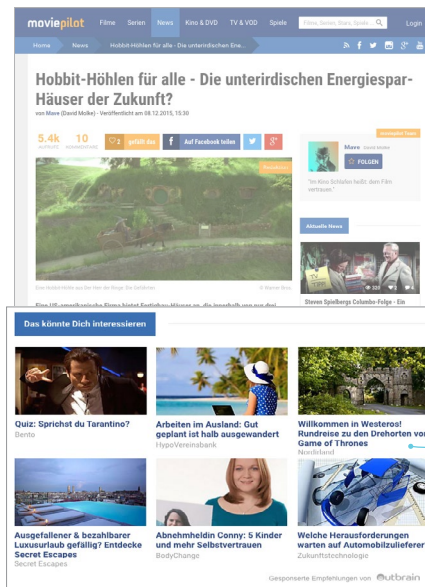
In cooperation with Outbrain, Tourism Ireland in Germany set a key metric to measure the performance of the campaign: the key indicator was cost per session without bounce.

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Content Strategy:

Tourism Ireland's strategy in Germany was to engage potential tourists through a large variety of content relating to Ireland and its various regions. In order to engage a broad audience, Tourism Ireland created a wide range of content about the country, featuring its key attractions, people and its arts and culture. Features included St.Patrick's Day, the 2500km long 'Wild Atlantic Way' coastal road and the original setting for the 'Games of Thrones'. Some of the distributed content included evergreens as well as current content. As Ireland.com is not a sales portal, the main challenge for the campaign was around measurement, hence the dwell time metric used.



Results: The switch from traditional banner advertising and other traffic-focused providers to Outbrain significantly increased the number of visitors and user engagement on Ireland.com at a comparatively low cost. A 33% drop in the bounce rate meant that the cost per session without bounce was significantly reduced. New users were identified as having +335% longer dwell times, which means more time spent engaging with content and more page views per session (+67%). These results highlight the value of the quality content on the Ireland.com website.

RESULTS

+67%
PAGES/SESSION

+335%
DWELL TIME ON IRELAND.COM

-33%
BOUNCE RATE



"The travel industry is well positioned to provide fantastic content and has understood perfectly how best to distribute it across Outbrain's network to generate more penetration and attract new target groups. Since starting our cooperation over a year ago now, Tourism Ireland Germany has gained many insights into their users, which has helped them to continually improve on their objectives throughout."

KATARINA ERES
Director Sales South Germany, Brands & Agencies, Outbrain