



# HOW A DATA-DRIVEN APPROACH AND SMARTER TARGETING GREW FERRY BOOKINGS.



## CUSTOMER PROBLEM

Fullers operate ferry services throughout the Hauraki Gulf. They recently repositioned themselves as an experiential tourism operator, bundling experiences like wine and food, with their functional ferry service. Covid decimated their business.

Fullers needed to increase local tourism to the Hauraki Gulf, reduce costs and increase ROI.

## SOLUTION

Develop a data-driven approach to digital advertising - resulting smarter targeting and less wastage. The analysis of historical weather patterns on ferry bookings to Waiheke revealed the significance of higher bookings when temperature reach 23 degrees or better.

In addition, Acquire incorporated a 3-day weather forecast activation strategy and spending lever, based on positive weather patterns.



3 DAYS OF GOOD WEATHER  
= 100% SPEND



2 DAYS OF GOOD WEATHER  
= 80% SPEND



1 DAY OF GOOD WEATHER  
= 50% SPEND

## OUTCOMES

**60%** DECREASE IN  
**CPA** (Cost Per Acquisition)

**75%** INCREASE IN  
**CLICKS**

*"Acquire have provided us with enhanced learning and insight in Fullers360 online approach to programmatic advertising leveraging a data-driven approach to programmatic execution. Through smarter targeting, booking/weather data insights and machine learning media optimisation, Acquire has used their data insight to positively impact our inquiry and customer visitor product and destination bookings and thus increase our ROI from our digital advertising campaign spend."*

- Stuart Ogden, Head of Sales and Marketing, Fullers360