

# dish media TURNS VIEWERS INTO VISITORS

## Boosting sales & bookings for a top family resort

**Campaign Duration:** 12 weeks (2 flights)

**Target:** 1st-party & 3rd-party audiences with travel affinity

**Goal Frequency:** 3 per week (36 ads per HH)

**Optimal Frequency:** 15-23 ads per HH (Households exposed up to 23 times saw sustained booking lift over control.)

ACXIOM

dish + sling

Exposed vs. Control

**Total Resort Bookings  
from Campaign**

**+17%**

**2,027 Total Bookings**

## 1st-Party Data Delivered Stronger Results

1st-party data led to more  
bookings than 3rd-party

**2x**

(+19% vs. +9%)

1st-party data & longer flights  
increased booking volume

**+35%**