

KUALOA



170 Years of History, Beauty, and Adventure

1850-2020



Day 33 worked together with Kualoa Ranch to implement a targeted social media advertising campaign to drive sales for new tours. This campaign drove an average of 37x return on ad spend (ROAS) within six months. The campaign also helped to drive a 15% increase in conversion rates, a 32% increase in total transactions, and a 44% increase in total revenue when compared to the same time period the previous year.

1.0 OVERVIEW



Kualoa Ranch is a 4,000 acre private nature reserve that is committed to educating all visitors about traditional Hawaiian values through a variety of tours and commercial activities. With a storied history and stunning landscapes to show for, Kualoa Ranch came to us with the goal of attracting visitors and locals alike to their newly developed tour offerings.

2.0 STRATEGY



As they were looking to fill newly developed tours, Kualoa Ranch turned to DAY 33 to develop an effective advertising campaign that would reach prospective visitors and convert them into satisfied customers.



2.1 PHOTO



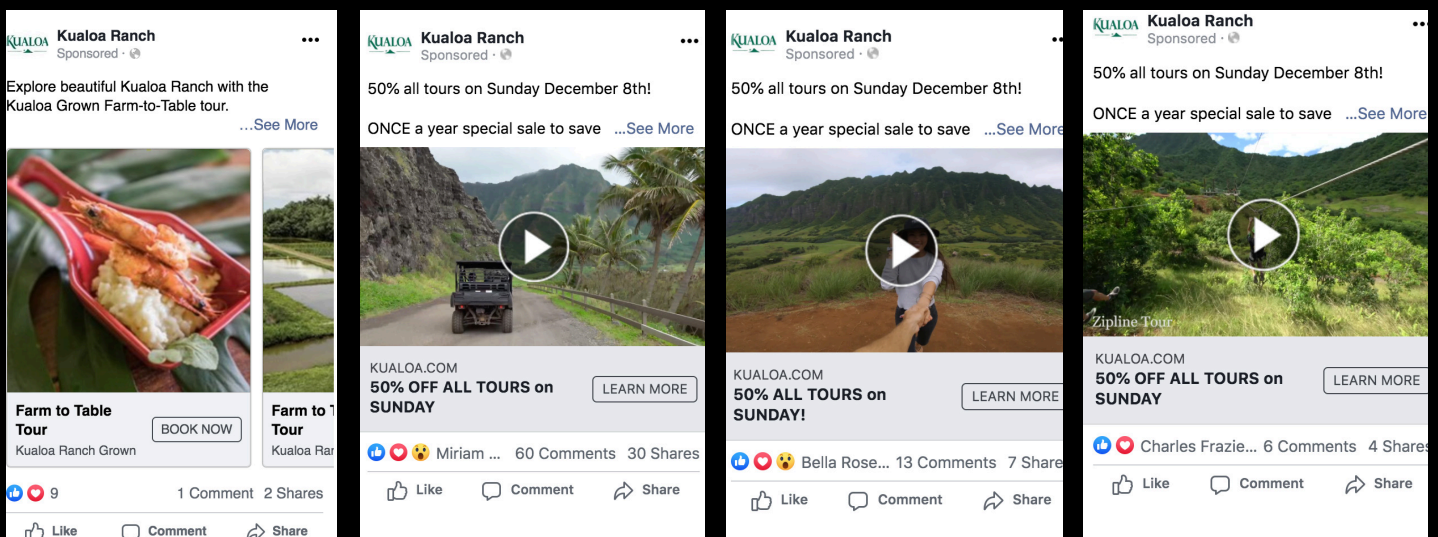
The crucial first step of the campaign was for our team of photographers and videographers to shoot multiple tours and landscapes on the property. Kualoa had been using the same photos and videos for almost a decade. It was time to create exciting new content that would properly represent their brand. Over the course of a week, we were able to capture some amazing shots (the valley did most of the work, really). Kualoa would be able to leverage this new and improved content to attract more attention from prospective visitors.



2.2 POSITIONING

DAY 33 developed a positioning strategy to introduce Kualoa and their tours to both Hawaii residents and travelers from the mainland and abroad. By adding advanced tracking pixels to Kualoa's website, DAY 33 optimized and targeted ads to those most likely to buy. By utilizing hyper-targeted audience groups, we identified highly interested visitors and quickly converted them into satisfied customers.

We first created a series of posts using video and photo assets with compelling testimonials on how Kualoa made visitors feel. We took the retail experience and brought it to the website and digital ads. Customers purchase based on testimonials on Amazon, the data said they would on Kualoa as well. The outreach copy highlighted these testimonials and delivered a promising outlook on the Kualoa experience. We created the copy specifically to target couples and families- the two groups most likely to visit Kualoa. Advanced Facebook and Instagram targeting was implemented to identify visitors from the mainland and abroad. By targeting this group and coupling it with a w strategy, we hyper-targeted visitors on Oahu to quickly convert for tours that were undersold or still available.



Advanced tracking pixels allowed us to identify people who had recently visited Kualoa's website, but didn't book a tour. We utilized creative collateral to target these people nationwide to revisit the website and book their tours. By segmenting these visitors into those spending a certain amount of time on the site or who had taken actions like adding a tour to their cart, we hyper-targeted those most likely to purchase tours. This allowed us to maximize our budget and efficiently drive sales. In addition, we were able to book tours further in advance and reach out to prospective visitors who weren't based on Oahu that liked planning ahead for their trip.

3.0 RESULTS

In the first six months of the campaign's inception, DAY 33 drove an average of 37x ROAS. The campaign also helped drive a 15% increase in conversion rates, a 32% increase in total transactions, and a 44% increase in total revenue when compared to the same time period the previous year.

Kualoa has worked with Day33 for the past 4 years and has been extremely impressed with the results. Online sales have increased, conversion rates have gone up, and actual conversions are through the roof. We have introduced Rob and his team to several other businesses and they have also seen amazing results. We are definitely a satisfied customer!

- Frank Among/ Director Sales & Marketing/ Kualoa Hawaii

