

iMediaSalesTeam is a collaboration of senior online ad sales professionals with an average of 10 years selling online media. We work as the 'sales team' for top brand web properties. As the ad sales team we work seamlessly with the ad ops teams to provide solid branding and performance solutions for advertisers and media buyers.



Goals

The official tourism board of Scotland, Visit Scotland, wanted to reach qualified high income travelers in the United States & Canada. They ideally wanted to reach consumers interested in traveling to Scotland and/or Northern Ireland, which are typically people with Scottish heritage.

The campaign was designed to drive quality traffic, efficient CTR and reach individuals with disposable income and interest in travel to Scotland or Northern Ireland.

Execution

Visit Scotland campaigns have consistently run with iMediaSalesTeam in February through April since 2010. Banner ads were placed on Legacy.com and our network of genealogy sites like Ancestry.com's Rootsweb and Genealogy.com.

Campaigns also included very specific demo and geo targeting:

- US Top 10 States with Scottish Heritage
- US Top 100 Scottish Surnames
- Ontario Top 100 Scottish Surnames
- Quebec Top 100 Scottish Surnames

Results & Client Feedback

Genealogy publishers like Ancestry Sites and Legacy drove some of the highest CTR's and received incremental budget. iMediaSalesTeam has worked with Visit Scotland and their agencies Wilson Media, Greenteam, and (Crossmedia) Xmedia for the past 3 years including 2013. "iMediaSalesTeam worked professionally to help our client reach potential travelers with Scots Irish heritage. iMediaSalesTeam was great to work with to reallocate and optimize our campaign to their top performing publishers. We gave them additional additional budget due to the success they showed." - *Online Media Planner*

