

Visit Cumberland Valley

Strategy

Visit Cumberland Valley launched 20 rideshare cars in Philadelphia, PA and Washington D.C. for 3 months, sending cars to high impact areas and producing over 8.5 million impressions. Carvertise, in conjunction with StreetMetrics, tracked the Visit Cumberland Valley cars to study visitation rates to their website after being exposed to their Carvertise cars.

Results

201%

INCREASE IN

site traffic from Philadelphia to the CV website after exposure to Carvertise cars during a 6-week tracking period.

215%

INCREASE IN

site traffic from Washington D.C. to the CV website after exposure to Carvertise cars during a 6-week tracking period.

