

# REMARKETING CO-OP

Gulf Shores & Orange Beach Tourism's remarketing co-op provides you access to travelers who have visited AlabamasBeaches.com and have expressed an interest in traveling. The campaign will run for a minimum of 60 days or until the clicks are achieved.



	LEVEL 1	LEVEL 2
Cost Per Campaign	\$1,650	\$3,300
Guaranteed Clicks*	1,200	2,500
GSOBT Portion	\$750	\$1,500
Partner Portion	\$900	\$1,800

## 2024 RESULTS

Participants	23
Total Campaigns	50
Clicks	57,700+
Impressions	3.8 MILLION
Revenue	\$290,000

\*Campaigns can be optimized either for clicks or for conversions. If optimized for conversions, the clicks are no longer a guaranteed number. Remarketing co-ops are serviced by Compass Media; billing and reporting will come to your company from Compass Media. To participate, contact Dustin Gontarski at [DGontarski@CompassMedia.com](mailto:DGontarski@CompassMedia.com).

# FACEBOOK PROSPECTING AND REMARKETING CO-OP

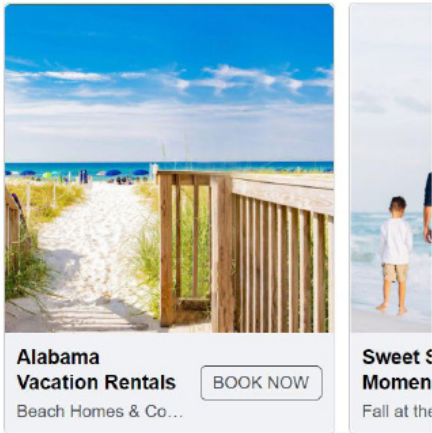
Visit Alabama’s Beaches Facebook remarketing co-op provides you access to travelers who follow Visit Alabama’s Beaches Facebook page, approximately 589,000 consumers.

**DRIVE TRAFFIC:** Create traffic by serving relevant advertisements to a highly targeted audience.

**BRING THEM BACK:** Stay in front of people who have already engaged with our destinations brand.

**INCREASE CONVERSIONS:** Conversion tracking is provided for all digital co-ops.

The beach is calling! Book with Southern Vacation Rentals for your fall getaway on Alabama’s Coast.



	LEVEL 1	LEVEL 2
Cost Per Campaign	\$3,300	\$5,500
*Guaranteed Clicks	2,200	3,700
GSOBT Portion	\$1,300	\$1,600
Partner Portion	\$2,000	\$3,900

## 2024 RESULTS

Participants	23
Savings	50
Clicks	57,700+
Impressions	3.8 MILLION
Revenue	\$290,000+

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