

How Orange 142 Amplified Visit El Paso's Reach Through Targeted Digital Advertising

About Visit El Paso

Formerly known as the El Paso Convention & Visitors Bureau, Destination El Paso is comprised of three operating divisions: Visit El Paso, El Paso Live, and El Paso Water Parks. Its mission is to provide convention, tourism, venue, and event management services to visitors, clients, and the greater El Paso community—enhancing quality of life and generating economic growth. Legends Global manages the El Paso Convention Center, Downtown Visitor Center, McKelligon Amphitheatre, The Plaza Theater, and the Abraham Chavez Theatre.

The Challenge

Visit El Paso sought to position the city as a premier destination for meetings and events by engaging meeting planners and business groups in competitive DMAs across the U.S. The goal was clear: drive awareness, engagement, and qualified leads through a strategic, performance-driven digital campaign.



Orange 142's Campaign Overall Reach and Engagement

3,667,360

Impressions

48,501

Clicks

1.32%

CTR

Through a strategic, multi-channel approach, Orange 142 helped Visit El Paso amplify its reach and engage meeting planners in competitive markets. The campaign delivered measurable results and positioned El Paso as a compelling choice for meetings and events.

To learn more please visit orange142.com

The Strategy

Orange 142 partnered with Visit El Paso to execute a multi-channel campaign designed to reach planners at multiple touchpoints. Key components included:

- **Audience Segmentation:** Targeting meeting planners and corporate decision-makers in top DMAs where competitive convention spaces were temporarily unavailable.
- **Multi-Channel Execution:** Deploying In Need, Native, Instream, Meta, and PPC tactics for consistent messaging and maximum reach.
- **Performance Optimization:** Testing creative and messaging over 60–90 days and adjusting based on real-time data to maximize ROI.

Top DMA Engagement

Los Angeles, New York, Chicago, Dallas-Ft. Worth, and Washington, D.C. led in impressions and clicks. PPC delivered exceptional CTRs in Greenville-Spartanburg (10.38%), Cleveland-Akron (11.90%), and Portland (8.07%), underscoring the effectiveness of geo-targeted paid search.

Insights and Takeaways

- **Precision Geo-Targeting Works:** Concentrating spend in high-value DMAs drove strong engagement and CTRs.
- **Channel Diversification Enhances Performance:** Combining programmatic, social, native, and PPC tactics strengthened brand recall and engagement.
- **Data-Driven Optimization Pays Off:** Continuous monitoring and adjustments ensured efficiency and impact throughout the campaign.

Channel Highlights

In Need Advertising

- Impressions: 1,280,772
- Clicks: 20,214
- CTR: 1.58%

Native Advertising

- Impressions: 836,384
- Clicks: 10,533
- CTR: 1.26%

Meta Campaigns

- Impressions: 833,240
- Clicks: 8,155
- CTR: 0.98%

Instream Video

- Impressions: 627,751
- Clicks: 4,012
- CTR: 0.64%
- 100% Views: 504,729

PPC

- Impressions: 89,213
- Clicks: 5,587
- CTR: 6.26%

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

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