



## ART 2025 Digital Strategy Targeting Tactics

This digital strategy is focused on a funnel approach, layering in targeted digital tactics to follow each step of a potential traveler's journey from:

- awareness (branding and storytelling for ART)
- to engagement (social comments/shares, etc.)
- to conversion (bookings)

### Campaign Goal(s):

- **Impact awareness & bookings for ART's twice daily service on AA to PHL & beyond**
- **Increase enplanements & load factors**
- **Reduce leakage to ART's competitive airports (SYR, YYZ, YOW)**

### OTT/CTV Video Advertising:

- Unlike broadcast and cable, Connected TV allows us to specifically target travel intenders just as we do with our digital campaign.
- Video ads (.30 seconds) promoting ART are served to a target audience of travel intenders within the target catchment area / target geo.
- These video ads appear (over-the-top) OTT on (connected TV's) CTV streaming video programming (e.g., HGTV, ESPN, Food Network, etc.)

### OTT/CTV Video Performance

- **Impressions Served: 36,337**
- **Completed Views: 33,550**
- **Completed View Rate: 92.33% (internal aviation benchmark avg is 90%)**





**Location Based (Lat/Long) Targeted Static & Video Display Advertising:**



- We will capture the mobile app device IDs that pass-through SYR, YYZ, and YOW.
- Only when those mobile IDs then appear inside ART’s catchment area do we serve ART’s messaging, promoting AA’s twice daily service to PHL & beyond.
- These people live or work near ART, and are choosing to fly elsewhere; we want to get these travelers to reprogram their travel habits and consider flying ART.
- We will additionally target key area businesses and Fort Drum to encourage flying ART.
- We will serve both static and video creative for this campaign.

**Mobile – Location Based Targeted Display Metrics (Static creative):**



- Total Impressions served: 23,221 / Clicks: 292 / CTR: 1.26% (internal aviation benchmark avg is .59%)





Winter Creative



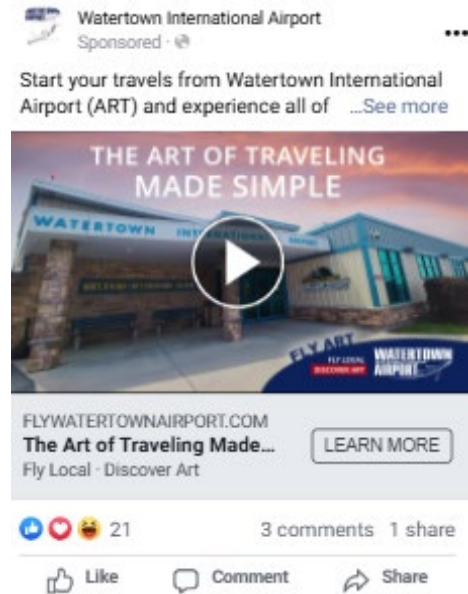
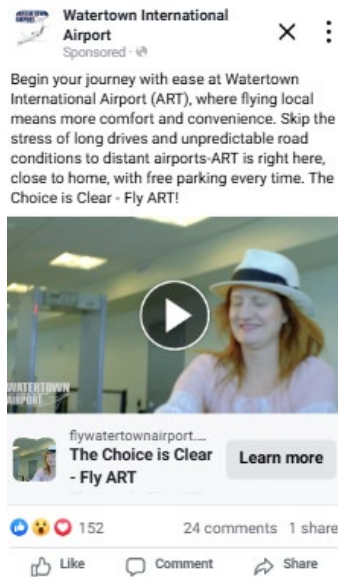
Current Creative

**Facebook/Instagram/ Paid Social Advertising:**  

- Ads promoting ART are served on FB/IG to a target audience of travel intenders within ART’s catchment / target geo.
- This target audience is built by Meta using behaviors on those platforms which indicate our target audience is in the planning/consideration phase of travel planning.
- These ads appear in people’s social feeds; not organically on the airports FB/IG Page.
- Paid Social is designed to reach those who are not currently traveling with or engaging with ART.
- Target geo will include Kingston / Ontario and Fort Drum in addition to core catchment for ART.

**Facebook/Instagram Paid Social Metrics**  

- Impressions served: 153,131
- Clicks to site: 2,541 / CTR: 1.66% (internal aviation benchmark is 1.07%)
- Engagements (likes, comments, shares, hearts, saves, etc.): 26,413



### Creative and Site Re-Messaging Display Advertising:

- Ads are served to a target audience of people who have visited ART's landing page(s) or engaged with the creative but did not convert / book a flight.
- We continue to serve the messaging (creative) to these people as they visit other websites.
- This allows us to build frequency with people who have engaged with our creative or come to ART's landing page(s) and increases our opportunity for conversions.

### Remessaging Display Metrics:

- Total Impressions served: 82,297/ Clicks: 95 / CTR: .12% (internal aviation benchmark avg is .06%)



Winter Creative



Current Creative

### SEM: Search Engine Marketing:

- Ads are served on Google and Bing 'search engine results' pages to travelers within our target geo who are actively looking to book a trip using keywords and phrases specific to PHL and top travel destinations beyond PHL.
- These travelers are ready to book, and ART needs to show up as an option as often as possible.
- Optimal impression share should be around 50%+.
- Traffic from paid search is directed to the main website - watertownairport.com

### SEM: Search Engine Marketing Performance Metrics

- Impressions served: 12,203
- Clicks to website: 1,892
- CTR: 15.50% (internal aviation benchmark CTR is 1.91%)
- Impression Share: 14.59%



### Landing Page Metrics:

- In 2025 through February 28<sup>th</sup>, the landing page had 2,405 visits and 406 'Book Now' clicks



#### Fly Local - Discover ART



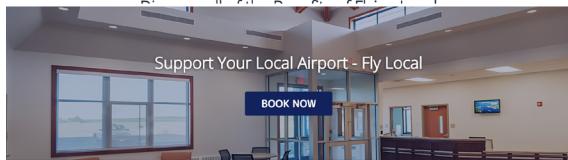
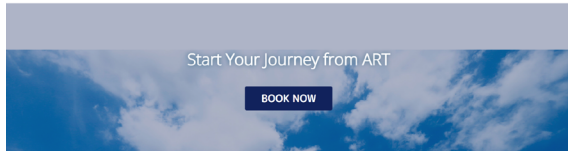
Whether you are headed out on vacation, traveling for business, or visiting loved ones, Watertown International Airport (ART) ensures a simple start to your travels. Depart out of Watertown and enjoy the advantages of flying local: a short drive from home, free parking close to the terminal, minimal wait times and a stress-free atmosphere.

Watertown International Airport (ART) makes it simple to reach your destination. With twice daily, nonstop service on American Airlines to their Philadelphia International Airport (PHL) hub, you can connect to hundreds of destinations with just one stop.

Discover ART - Fly Local. Fly Watertown.



[BOOK NOW](#)



#### ART - Close to Home

Watertown International Airport (ART) is proud to offer reliable service with the world's largest airline, American Airlines, with non-stop twice daily flights to Philadelphia International Airport (PHL).

Fly from ART to Philadelphia and connect to hundreds of destinations.

Coming in 2025... an all new passenger terminal. Currently under construction without interruption of flight service, an all new terminal will debut in summer 2025 with a new passenger bridge, entry and security concourse to improve the traveler experience.

Fly Local - Support Local.



[BOOK NOW](#)