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### About CTHL

- [www.tourismnewbrunswick.ca](http://www.tourismnewbrunswick.ca)
- New Brunswick Department of Culture, Tourism and Healthy Living (CTHL) promotes tourism in New Brunswick, Canada

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### Goals

- Increase tourism to New Brunswick with the campaign: "My New Brunswick Finds"
- Match target audience segments with activities most relevant to them
- Increase engagement with key pages and related enquiry forms

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### Approach

- Measure print, direct mail and QR-code traffic with Google Analytics Campaign Tracking
- Discover most engaging content by testing with Google Website Optimizer
- Measure engagement with enquiry forms using Google Analytics Event Tracking

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### Results

- Content testing resulted in a 58.31% lift in customer enquiries
- Event tracking delivered insights on the link types that users preferred most
- Data-driven campaign optimizations maximized marketing ROI

# New Brunswick increases tourism by matching audiences to activities

## The right trails for every hiker

New Brunswick Department of Culture, Tourism and Healthy Living (CTHL) and their agency, T4G, have been working together to inspire potential guests to visit the province since 2002. In 2011, T4G launched a website full of New Brunswick trip ideas to support CTHL's summer campaign – "My New Brunswick Finds".

The primary goal was to increase engagement for two target audience segments with activities and experiences that suited their interests:

1. "No-Hassle Travellers": Those looking for quick and easy summer getaway vacation ideas
2. "Cultural Explorers/Authentic Experiencers": Those looking for natural wonder and authentic cultural experiences

## Packing an adventure into a quick trip

CTHL needed support for the seasonal marketing campaign. They wanted to use analytics to evaluate its performance, and also influence decisions for future campaigns. Since the window to attract visitors is both short and competitive, they needed a platform that was agile enough to evaluate what was working and what wasn't, and a partner who could make changes to strategy and tactics on-the-fly.

They also wanted to accommodate their two target audience segments, so they built a campaign landing page to help guests easily find relevant experience recommendations. However, they wanted to make sure the new landing page had a minimal bounce rate, and was optimized for key metrics like pages per visit and website objectives like form enquiries.

## Sending out scouts to determine the right direction

T4G implemented Google Analytics Campaign Tracking on all marketing links, and closely monitored which sources were sending the most relevant and engaged traffic. This information allows them to make recommendations on how to concentrate marketing dollars for the highest return on investment.

Using Event Tracking, T4G tracked how often the "Make an Enquiry" form was used for specific New Brunswick experiences, and set them up as Goals in Google Analytics. They also measured text links, image links, button interactions and exits to third party sites, in order to understand their full impact on the user's experience.



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## About T4G

- [www.t4g.com](http://www.t4g.com)
- Headquarters in Toronto, ON; with offices located throughout Canada
- T4G is a technology and digital marketing consulting company, the winner of the 2012 KIRA tech award, and named one of Canada's Best Workplaces for five consecutive years.

They then set up a Google Website Optimizer test for the campaign landing page. The original version had lots of links to click on; some leading deeper into the site and some taking visitors off the site altogether. The variation page that they tested against it gave visitors only two options, one link for each key audience segment with clear calls to action.

*"T4G was crucial in the success of the "New Brunswick Finds" campaign. Their knowledge and expertise in Google Analytics allowed us to make quick decisions and appropriate changes required to meet the customers' expectation."*

**- Carol Alderdice, Manager Web Technology, New Brunswick  
Department of Culture, Tourism and Healthy Living**

## The best path is often the simplest one

The Google Website Optimizer test proved the benefit of clarity and simplicity in design and copy. The variation page with fewer links outperformed the original with 99% confidence, and so the new design was permanently launched. The result was an 11.4% decrease in bounce rate, and a 58.31% lift in customer enquiries.

These insights informed an overhaul of CTHL's main tourism website – [www.tourismnewbrunswick.ca](http://www.tourismnewbrunswick.ca). Using the website test results and the Google Analytics campaign data, together they focused on a strategy that embraced simplicity in design and on funneling users into relevant content as quickly and efficiently as possible.

Moving forward, analytics will help T4G continually optimize the users' online experience and deliver additional performance improvements to CTHL. They're also looking forward to supporting many more seasons of fantastic tourism with their friends in New Brunswick.

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## About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit [google.com/analytics](http://google.com/analytics).

