

DIRECTOR SEES REGISTRATIONS FROM MARKETING ADS WITH ACTIVE TARGET MARKETER

“It takes the gut feel out of the marketing process and helps us be smarter with our time, resources and money.”

Mark Harris, Race Director

Rev3 Adventure in Front Royal, Virginia led by Race Directors Mark Harris and Mike Spiller, is an adventure company providing around 100 outdoor events per year for extreme athletes, weekend warriors and everyone else in between.

Rev3 Adventure was having difficulty tracking conversions through digital marketing efforts. The team was searching for a solution to report intelligent data and growth trends to event partners and stakeholders.

BEYOND BASIC REPORTING

Rev3 Adventure is very familiar with reporting and tracking website and campaign performance through Google Analytics. However, something was missing.

“We haven’t been able to really track how traffic was being converted into registrations”, said Harris.

Now, the team can get a real sense for how their marketing is performing. He explains, “I no longer have to guess my marketing ROI. Now, Target Marketer shows us what is actually converting to registrations. For instance, we run the campaign report on Facebook and it’s generated “x” amount of registrations. Then it lets us analyze and know if we should redirect our efforts somewhere else.”

BROADER REPORTING FEATURES

With ACTIVE Target Marketer®, Rev3 Adventure welcomed the reliable reporting features.

Harris explains this value-added benefit, “The tool really validates what we’ve done in the past and the changes we’ve made moving forward in marketing and it’s made a difference. We’ve been able to see those changes on more of a micro-level rather than just a macro-level.”

MEASURABLE RESULTS, BETTER DECISION-MAKING

The biggest dilemma race directors face is, “How are our marketing efforts converting to registrations?” With ACTIVE Target Marketer®, the Rev3 Adventure Team was able to gain a better understanding of that correlation between conversions and race registrations.

“Before Target Marketer, we were able to see trends, price changes and clicks from a marketing campaigns, but we were not able to see how that campaign converted to registrations,” said Harris. “Now, we are able to track conversions and see if a specific campaign we have running is effective or not. We can then decide if a campaign is working and make a decision to continue or put our money elsewhere. It takes the gut feel out of the marketing process and helps us be smarter with our time, resources and money.”

AFFILIATE MARKETING MEASUREMENT

Affiliate marketing can be a great way to boost the marketing for your event without having to exhaust all your resources. Rev3 Adventure had enhanced their tracking capabilities through affiliate marketing with ACTIVE Target Marketer®.

“We can see traffic being driven from the affiliates.” said Harris. “We create the URL and then we give that to them. We give some affiliates money to boost certain posts. We then take those numbers and we can see how those campaigns are doing.”

ACTIVE Network Activity Cloud® is changing business practices, “It will become one of those tools we look at on a daily/weekly basis,” said Harris.

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90-100

number of events Rev3 Adventure runs a year

LEARN HOW

ACTIVE Target Marketer® is fueling marketing growth with big data for race directors across the country.

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