

## Case Study

### The Opportunity:

Rochester International Airport wanted more than ad impressions. They needed to understand how travelers were actually interacting with their marketing — whether they searched, added to cart, or booked a flight.

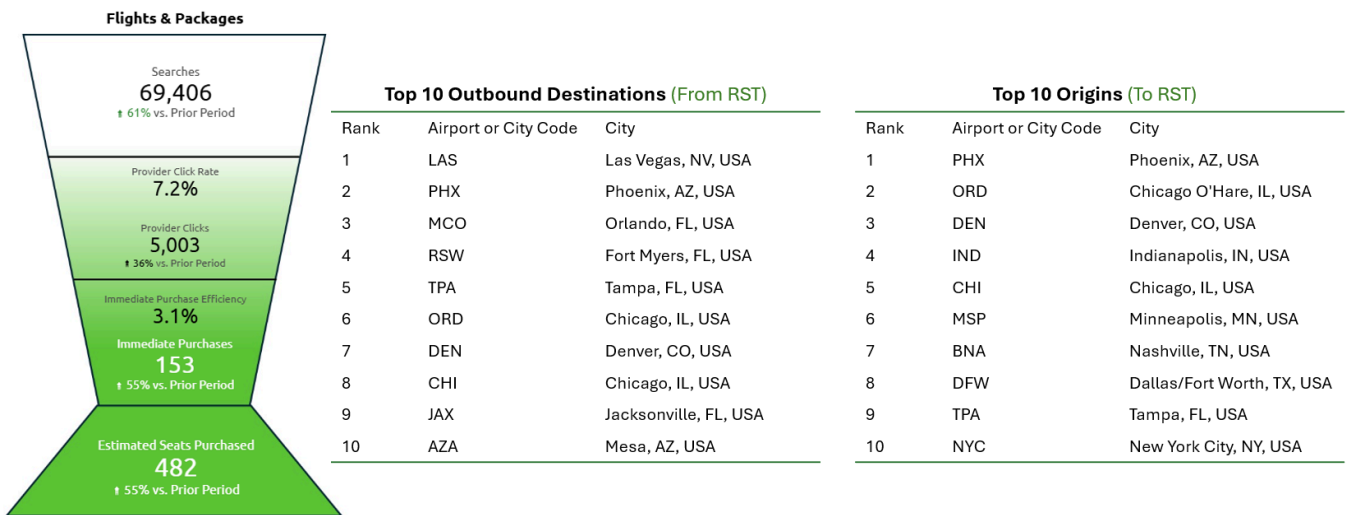
You can have great ads and creative but need the **data and reporting to back that up**.

That's where FlyMyAirport came in.

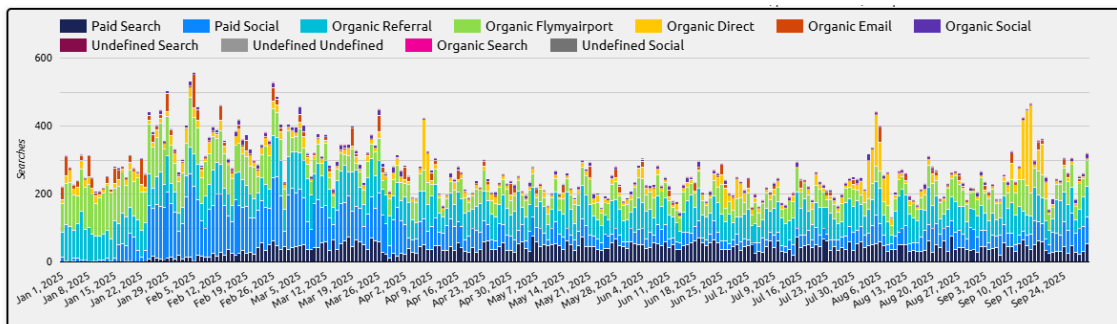
Partnering with Airport One made that possible. With FlyMyAirport, RST gained access to real-time data that gave them a clear view of the traveler journey for the first time.

As their agency partner, Hit Agency used those insights to shift our strategy. **We moved from broad awareness efforts to a full-funnel approach that followed real traveler behavior and helped us make smarter creative and media decisions.**

So far in 2025 (through September 30), travelers have searched nearly 70,000 flights on our site — giving us a much clearer picture of our potential customers and what they're looking for...



..and which marketing channels perform the best driving action beyond the initial ad click.



## The Approach + Results:

We set out to build a **full-funnel strategy that took an ecommerce approach**, helping us better understand how potential RST travelers actually shop for flights. With the data we started getting in January 2025, we finally had the confidence to build our strategy around real behavior instead of guessing.

We scaled our Meta and Google campaigns based on the insights we saw. One of our biggest wins was using our evergreen Flocal content as the foundation for new campaign builds.

Here's how we structured our campaigns:

- **General Traffic Campaign**

- Focused on our Flocal creative. This content was designed to be both educational and entertaining, driving broad awareness and engagement. It also helped us build a warm audience pool that we later used for more targeted campaigns, like our sales push.

The image displays three social media advertisements for Rochester International Airport (RST) promoting the 'Flocal' campaign. Each ad is sponsored by RST and features the airport's logo.

- Ad 1 (Left):** A video ad titled "Do You Flocal?". The text reads: "You're probably thinking, 'What's Flocal?'" followed by "It's our 'pretty please' to travelers to Fly Local, or Flocal. The idea is that when you Flocal, you help fill our existing flights, which makes us irresistibly appealing to airlines considering adding new direct routes from RST to more cities." Below this, it says "Essentially, you become a copilot in our airport's growth and vitality when you Flocal." The video thumbnail shows a man in a blue shirt with a play button overlay and the text "Come fly RST".
- Ad 2 (Middle):** A graphic ad titled "Do You Flocal?". It features a blue background with the word "Flocal" in large yellow letters, followed by "[Fly Local] verb". Below that, it says "Flying locally to get more direct flights. (see also: Fly RST)" and "Let's Flocal". At the bottom, it says "ROCHESTER INTERNATIONAL AIRPORT MN".
- Ad 3 (Right):** A video ad titled "Are You A Flocalist?". The text reads: "Here's the thing: the airport doesn't get to decide where it flies—that's up to the airlines." followed by "And the only way the airlines will give us more destinations is if we can show them that people will actually use the airport, which is why we need you to Flocal!" Below this, it says "So here's the bottom line: the more you fly with us, the more we fly for you! So, do you Flocal?". The video thumbnail shows a man in a yellow safety vest holding orange sticks, with the text "The airport doesn't".

- **Sales Campaign (Optimized for Searches)**

- Promoted specific destinations where RST competes with nearby airports. The goal was to drive searches using the FlyMyAirport widget, giving us direct insight into traveler interest and building an audience we could track through the journey.

**Rochester International Airport - Rochester, MN**  
Sponsored · 🌐

Visit Las Vegas—Only One Stop Away! 🇺🇸

The city of endless entertainment awaits! Stroll the iconic Strip, catch a world-class show, or escape to the stunning landscapes of Red Rock Canyon.

Book your flight from RST and be on your way to the excitement—just one easy connection away! ✈️

flyrst.com  
**Discover Las Vegas!**  
Book your flights!

**Book now**

**Rochester International Airport - Rochester, MN**  
Sponsored · 🌐

Discover Phoenix 🇺🇸

From breathtaking desert hikes to vibrant city life, Phoenix has it all! Explore Camelback Mountain, soak up the sun at a resort, or enjoy the buzzing food scene.

Book your flight from RST and be on your way—just one easy connection away! ✈️

flyrst.com  
**Fly To Phoenix**  
Book your flights!

**Book now**

**Rochester International Airport - Rochester, MN**  
Sponsored · 🌐

You're only one stop away from Las Vegas 🇺🇸

Catch a show, walk the Strip, or relax poolside before heading out for a night you won't forget.

Start your trip from RST with just one easy stop!

flyrst.com  
**Discover Las Vegas!**  
Book your flight today!

**Book now**

- **Retargeting Campaign (Optimized for Add to Cart)**

- Targeted people who had already searched on our widget. These were high-intent users, and we built retargeting campaigns to help move them closer to booking.

**Rochester International Airport - Rochester, MN**  
Sponsored · 🌐

Flying RST makes for an easier travel day. You can get from car to gate in less than 5 minutes!

Fly direct to and from Rochester, MN, with flights on American Airlines and Delta Air Lines, with daily arrivals and departures, easy parking, close proximity to Mayo Clinic and more.

flyrst.com  
**Travel Made Comfortable @...**

**Learn more**

**Rochester International Airport - Rochester, MN**  
Sponsored · 🌐

Flying should be simple. With short lines, fast TSA, and easy parking, RST makes travel stress-free. Book your next flight with us.

flyrst.com  
**Search Our Flight Options**  
Book your flight today!

**Book now**

**Rochester International Airport - Rochester, MN**  
Sponsored · 🌐

Flying to Mayo Clinic? RST gets you there faster, with an airport experience designed for patient comfort—just 15 minutes from your destination.

flyrst.com  
**Closest Airport to Mayo Clinic**

**Book now**

FlyMyAirport data gave us the visibility we needed to spend smarter. We were able to shift budget with confidence and scale other channels like Google more efficiently.

Since launching our FMA strategy on Meta, we've:

- Driven 27,000 searches via paid advertising
- Captured 1,841 add-to-carts
- Generated 28 immediate Meta purchases
  - Across all channels, the FMA widget has generated 482 total purchases

While our cost per purchase (CPP) may look high at first glance, our campaigns are intentionally optimized around cost per search (CPS), effectively teaching Meta's algorithms to find travelers with higher intent, not just impulse buyers.

And that's why the 1,841 add-to-carts are what excite us most. Each of those represents a real traveler in the purchase funnel — someone who clicked through to the airline's booking engine, which in turn activates the airline's own marketing spend to continuously retarget them.

In other words, our campaigns don't just drive traffic — they turn airport marketing budgets into measurable results.

## Why it Matters:

**For Airports:** Proof that marketing drives real bookings, not just awareness

**For the Industry:** Airports can measure marketing like any ecommerce business

**For Your Budget:** Better attribution leads to smarter spending and improved ROI

Having real-time visibility into traveler behavior changed everything for RST's marketing strategy. With FlyMyAirport, we could finally see what actions travelers were taking after they clicked. That gave us the ability to build smarter campaigns focused on **real outcomes instead of assumptions**.

It changed how we approached creative, media buying, and audience targeting. We moved from broad awareness campaigns to a strategy built around actual search behavior, purchases, and results we could track.

For RST, this meant better performance and more confident decisions.

For us, it confirmed that pairing strong creative with the right data drives real impact.

For the airport industry, it shows how powerful it can be when teams and partners have access to the right tools and insights.

**About Hit Agency**

Hit Agency is a creative video marketing agency based in Rochester, Minnesota, specializing in standout campaigns that get people talking. From airports and healthcare organizations, Hit helps clients craft compelling marketing strategies and content. Whether it's big-picture brand films or ad campaigns that actually convert. With a team of strategists, producers, and creatives, Hit combines strategic thinking with top-tier production to deliver work that's fun, effective, and unforgettable. At the core of everything is a simple mission: make things people talk about.