Just The Ticket

CityPASS uses Partner Fusion search marketing services to increase brand awareness, deliver increased sales and reduce cost per acquisition.

CityPASS is best known for showcasing North America's most exciting cities by assembling ticket booklets of the most-visited attractions in New York, Atlanta, Boston, Chicago, Houston, Philadelphia, Seattle, San Francisco, Hollywood, Southern California and Toronto, Canada. Convenience, value, and consistency have made CityPASS a popular choice by sightseeing travelers.

CityPASS allows marquee destinations to spotlight their premier attractions in a way that draws people throughout the city, to witness its neighborhoods, streetscapes and energy while encouraging the use of public transportation. Insider tips advise the best time to visit or cameo not to miss activities. Booklets represent savings of up to 50% less than if the tickets were purchased separately.

One of the most important CityPASS initiatives was to increase the amount of online sales. “We had worked with and explored other agencies, but chose Partner Fusion because of their performance-based pricing model,” says Steve Dally, Director of Internet Marketing at CityPASS. “They align their goals with ours, which means they constantly work towards making us more profitable—not just increasing our advertising spend.”

Back Stage Pass

When CityPASS turned to Partner Fusion for a marketing proposal they were very clear about finding an agency that could work with them for the long-term; as an extension of their in-house marketing team. Partner Fusion presented a proposal where, as an agency, they were only compensated when certain return on investment (ROI) goals were met. This performance-based approach led to a focus on driving qualified traffic that was more likely to convert.

“The approach was to conduct a detailed analysis of account structure, keywords being used, and adcopy and then apply those insights towards more efficiently managing the account,” said Mike Hurren, Director of Search Marketing at Partner Fusion. Partner Fusion went to work to revamp the online search program. With a strong focus on research and testing, Partner Fusion was able to find the right combination of adcopy, keywords, and destination landing pages to achieve an increase in sales while simultaneously decreasing advertising costs.

Results from the changes surpassed all expectations. “Partner Fusion exceeded even our most optimistic projections,” Dalley explains. “Initially, we were guardedly optimistic. Partner Fusion had some aggressive goals for our program, but they found a way not only to meet, but to exceed those goals.”
VIP Treatment
CityPASS offers services across the country and each destination has unique characteristics that make a more complete understanding of the product necessary. In order to get a more complete understanding of the product offerings and marketing strategy, Partner Fusion has taken multiple trips to CityPASS headquarters in Victor, Idaho. “These client visits have helped us deliver results based on a deeper understanding of the nuances of each destination and its attractions,” explains Neil Valentine, Vice-President of Marketing at Partner Fusion.

Partner Fusion has continued to innovate and deliver exceptional results for CityPASS. “We’ve looked at a variety of additional methods to continue to drive sales and conversions,” Valentine says. Those methods have included search retargeting, search content network campaigns, and social media. “Our unique win-win pricing model incentivizes us to provide growth opportunities so together we can both grow our respective businesses. We will never try to simply drive additional traffic to the CityPASS website without a strong belief that the traffic will convert to additional sales. Having our compensation tied so closely to the bottom line of our clients helps us to continually stay involved in a proactive manner. We constantly monitor the competitive environment, industry trends and make sure all of our employees have the latest training. Our clients deserve the VIP treatment we provide.”