

Malta Tourism Authority - a success story

Issued by [Invibes Advertising](#)

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In celebration of #WorldTourismDay, Invibes shares, the success story of the Malta Tourism Authority. The world has gotten on the go again with over 429 million international tourist arrivals worldwide in 2021, according to Statista, and we think some of them might have gone to Malta!

Using #Invibes' innovative in-feed formats, Malta Tourism Authority saw their CTR take off, gained 96% new users, and hit a high arrival rate.

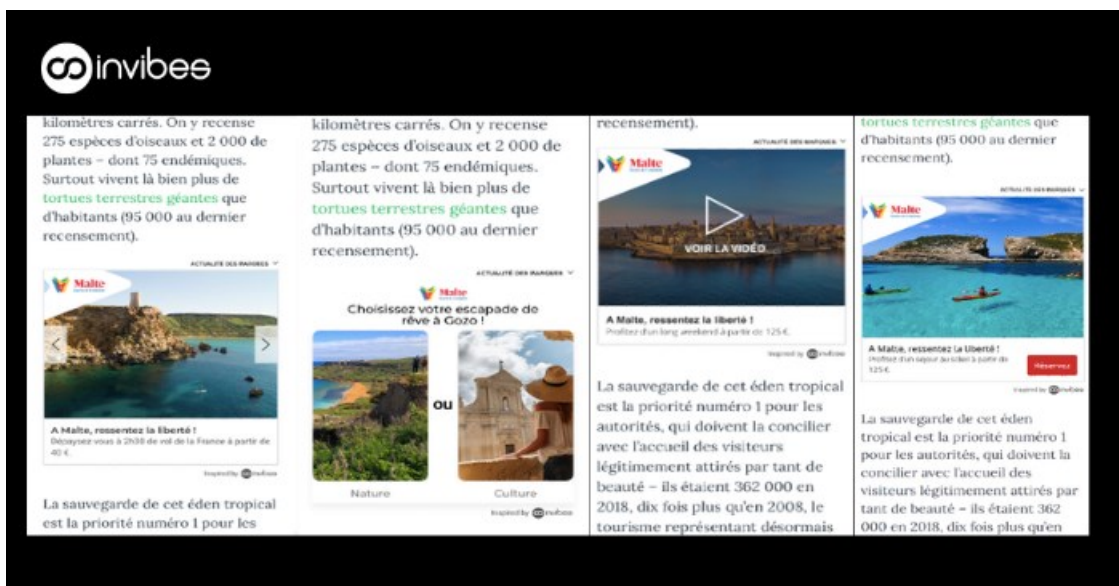
Context and objectives

Commissioned by the Malta Tourism Authority in France, Invibes Advertising made full use of its expertise with the aim to attract future tourists to the Maltese archipelago for the 2021 summer season.

For three weeks, four traffic formats from the Invibes catalog were activated simultaneously: Click & Surf, Vote & Surf, Watch & Surf, and Slide & Surf. In order to appeal to different traveler profiles, each in-feed format was developed according to four themes that mark the richness of Malta's tourism supply: seaside tourism, city break, flight only, and nature tourism.

An unprecedented activation of all formats - Invibes generated 100% qualified traffic for the Malta Tourism Authority's B2C site while offering a variety of visual branding to reflect the beauty of the archipelago and further promote it as a tourist destination.

A global partnership - The Malta Tourism Authority has also sought our technical service expertise in order to optimise its website, thus enabling an increase in traffic with a better user experience as well as greater optimisation.



The image displays four distinct advertising formats used by the Malta Tourism Authority on the Invibes platform:

- Top Left:** A text-based format with a headline in French: "kilomètres carrés. On y recense 275 espèces d'oiseaux et 2 000 de plantes - dont 75 endémiques. Surtout vivent là bien plus de tortues terrestres géantes que d'habitants (95 000 au dernier recensement)." Below the text is a small image of a coastal scene and a button labeled "A Malte, ressentez la Liberté !".
- Top Right:** A video player format featuring a video thumbnail of a coastal town with the text "VOIR LA VIDÉO". Below the video is a headline "A Malte, ressentez la Liberté !" and a sub-headline "Profitez d'un long weekend à partir de 125€".
- Bottom Left:** A choice-based format titled "Choisissez votre escapade de rêve à Gozo !". It offers two options: "Nature" (with a landscape image) and "Culture" (with an image of a church). Below the choices is a headline "A Malte, ressentez la Liberté !" and a sub-headline "Découvrez vous à 2000 de ml de la France à partir de 40€".
- Bottom Right:** A video player format featuring a video thumbnail of a coastal scene with the text "VOIR LA VIDÉO". Below the video is a headline "A Malte, ressentez la Liberté !" and a sub-headline "Profitez d'un long weekend à partir de 125€".

The results



Click-through rate
at the end of the
campaign reached
1.4%, an index of
175 vs benchmark.

Arrival rate
reached a score of
69%, index of
115 (vs benchmark).

The campaign has had a significant impact on the tourist destination Malta.

Focus: While the different formats obtained very good results, the Watch & Surf in-feed format, which enhances the landing page with a video, obtained the best CTRs thanks to the very engaging aspect of the format.

These remarkable figures are due to the variety of traffic formats offered as well as the premium environment in which the ads were launched.

Among the publishers, we find: *750g*, *Gala*, *Voici*, *Femme Actuelle* but also partners like *Travel* and *Easyvoyage*, which are particularly relevant to the target market of the Malta Tourism Authority.

750g

easyVoyage

GEO

Voici

**Femme
actuelle**

Gala

Annabelle Michaux, the marketing executive at Malta Tourism Authority in France had this to say about the campaign, “We are more than delighted with the personalised support we have received from the Invibes team: creation of formats, script installation on our website, and real-time monitoring of the campaign to boost performance. The results obtained exceeded our expectations and enabled us to generate quality traffic and introduce Malta to our target market.”

Ready to see your numbers fly? [Contact us!](#)

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Carbon-Neutral label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

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BE0974299316)

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Invibes Advertising



Invibes is an international technology company that innovates digital advertising and transforms the way consumers interact with brands, through creative & engaging in-feed ad formats. We work with premium media groups to help advertisers stand out and increase their visibility by reaching audiences in high quality context.

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