

# REMARKETING CO-OP

Gulf Shores & Orange Beach Tourism's remarketing co-op provides you access to travelers who have visited AlabamasBeaches.com and have expressed an interest in traveling. The campaign will run for a minimum of 60 days or until the clicks are achieved. Each campaign is estimated to result a minimum of 1,200 clicks per partner.



|                    | LEVEL 1 | LEVEL 2 |
|--------------------|---------|---------|
| Cost Per Campaign  | \$1,650 | \$3,300 |
| Guaranteed Clicks* | 1,200   | 2,500   |
| GSOBT Portion      | \$750   | \$1,500 |
| Partner Portion    | \$900   | \$1,800 |

## 2025 RESULTS

|                 |             |
|-----------------|-------------|
| Participants    | 24          |
| Total Campaigns | 44          |
| Clicks          | 80,700+     |
| Impressions     | 6.9 MILLION |
| Revenue         | \$578,000+  |

\*Campaigns can be optimized either for clicks or for conversions. If optimized for conversions, the clicks are no longer a guaranteed number. Remarketing co-ops are serviced by Compass Media; billing and reporting will come to your company from Compass Media. To participate, contact Dustin Gontarski at [DGontarski@CompassMedia.com](mailto:DGontarski@CompassMedia.com).

# FACEBOOK PROSPECTING AND REMARKETING CO-OP

Visit Alabama's Beaches Facebook remarketing co-op provides you access to travelers who follow Visit Alabama's Beaches Facebook page, approximately 625,000 consumers.

**DRIVE TRAFFIC:** Create traffic by serving relevant advertisements to a highly targeted audience.

**BRING THEM BACK:** Stay in front of people who have already engaged with our destinations brand.

**INCREASE CONVERSIONS:** Conversion tracking is provided for all digital co-ops.

The beach is calling! Book with Southern Vacation Rentals for your fall getaway on Alabama's Coast.



Alabama  
Vacation Rentals  
Beach Homes & Co...

BOOK NOW



Sweet Moments  
Fall at the

|                    | LEVEL 1 | LEVEL 2 |
|--------------------|---------|---------|
| Cost Per Campaign  | \$3,300 | \$5,500 |
| *Guaranteed Clicks | 2,200   | 3,700   |
| GSOBT Portion      | \$1,300 | \$1,600 |
| Partner Portion    | \$2,000 | \$3,900 |

## 2025 RESULTS

|              |             |
|--------------|-------------|
| Participants | 24          |
| Savings      | 44          |
| Clicks       | 80,700+     |
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