

## Case Study: PADI

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CASE STUDY | INDUSTRY: EDUCATION

Diving headfirst into video: PADI's case study

### Introduction

The Professional Association of Diving Instructors (PADI) was looking to improve their brand awareness and needed a tool that would boost engagement. Find out how they increased their click-through rates (CTR) with video ads.

### Stats

For their most recent campaign:

Video ads delivered a 6x and 2.8x higher CTR for prospecting and retargeting, respectively.

### Quote

“Our account manager, Justin, has supported our efforts and bolstered our understanding of the AdRoll Growth Platform, which has been key to making our video campaigns successful.”

—Natalie Kelley, Global Advertising Strategist, PADI Worldwide

### Use Case

PADI was in search of a multichannel marketing tool that would increase their overall CTR, improve engagement among website visitors and new audiences, and drive more conversions.

### Making a big splash with their audience

It's widely known throughout the industry that video ads deliver. [Companies that include it in their marketing mix see a 66% higher average website conversion rate](#). Natalie Kelley, the global advertising strategist for PADI Worldwide, believed that there was great potential with this ad type; she wasn't wrong.

“We were looking for higher conversion rates on our ads across known and unknown audiences. Adding video campaigns has proven to be a great way to expand our reach and increase engagement,” Kelley says.

By pairing AdRoll's extensive capabilities with video, Kelley saw tremendous results; the ad type improved her prospecting and retargeting CTR by 6x and 2.8x, respectively. “In a recent campaign aimed at increasing brand exposure, we saw video ads drive a higher CTR, compared to static ads targeting the same audiences, for both upper-funnel prospecting and lower-funnel retargeting,” Kelley says.

### Dipping their toes with A/B testing

The results inspired her to embrace a testing mindset. “My advice: diversify your ad strategy to target the right customer with the right ad at the right time. A/B testing a few different types of content at once is a great way to identify what’s truly making the biggest impact on your brand,” Kelley says.

Kelley and her team have always looked for ways to create better customer experiences. By implementing a strategy that would test the effectiveness between ad types, Kelley deduced that video was ultimately the way to do just that: “Video ads have allowed us to better connect and engage with new and returning site visitors.”

### About PADI

PADI® (Professional Association of Diving Instructors®) is the world’s largest recreational diver training organization with more than 6,600 dive centers and resorts and 137,000 professional members worldwide. Celebrating industry leadership for over 50 years, PADI has remained dedicated to introducing new divers to the thrill of scuba diving and enhancing the skills of experienced divers.

**PADI Logo]**

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**THE STORY:** The Professional Association of Diving Instructors (PADI) was looking to increase their overall CTR, improve engagement among website visitors and new audiences, and drive

more conversions. By pairing AdRoll's extensive capabilities with video ads, PADI saw tremendous results. For their most recent campaign, video ads delivered a 6x and 2.8x higher CTR for prospecting and retargeting, respectively.

**THE RESULTS:** For their most recent campaign:

Video ads delivered a 6x and 2.8x higher CTR for prospecting and retargeting, respectively.

**KEY TAKEAWAYS:** A/B testing between ad types (e.g., display vs. video) helps inform campaign optimizations

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**[SIDEBAR]**

**Industry: Education**

**Use Case: Attract new customers**

**Integrations with AdRoll:**

**[QUOTE]**

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