



case study

Programmatic delivers a lower cost per acquisition and increased brand awareness

acquire FEBRUARY 2019



objective

Increase direct bookings and traffic to the website.

insights

Today's travellers like to be in control and are happy to invest their time in creating the ideal holiday. Awesome Fiji operates within a highly competitive online travel industry and needed to develop an intuitive search and booking option that was responsive to individual travelers' requirements.



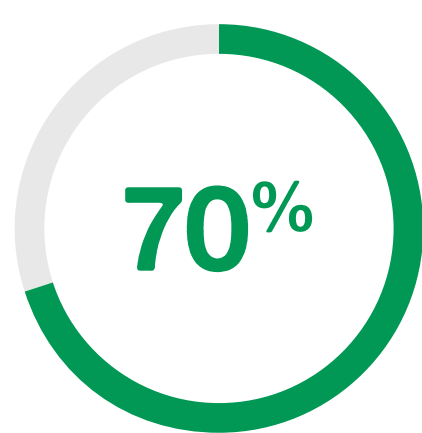
strategy

Advanced targeting capabilities through programmatic enable us to reach the desired audience based on interest and behaviours.

Data was employed to re-engage Awesome Fiji customers and locate lookalike travellers to increase conversions by reaching them when they were most susceptible – for example when they had just booked a flight.



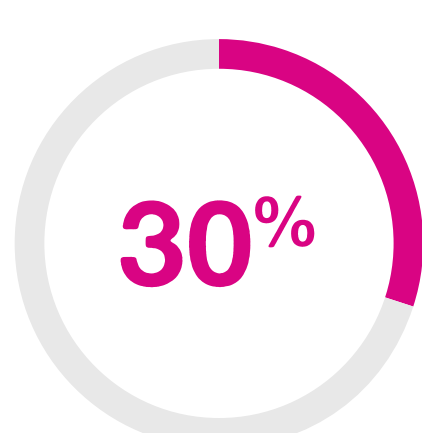
results



Lower cost per acquisition (CPA) after 3 months

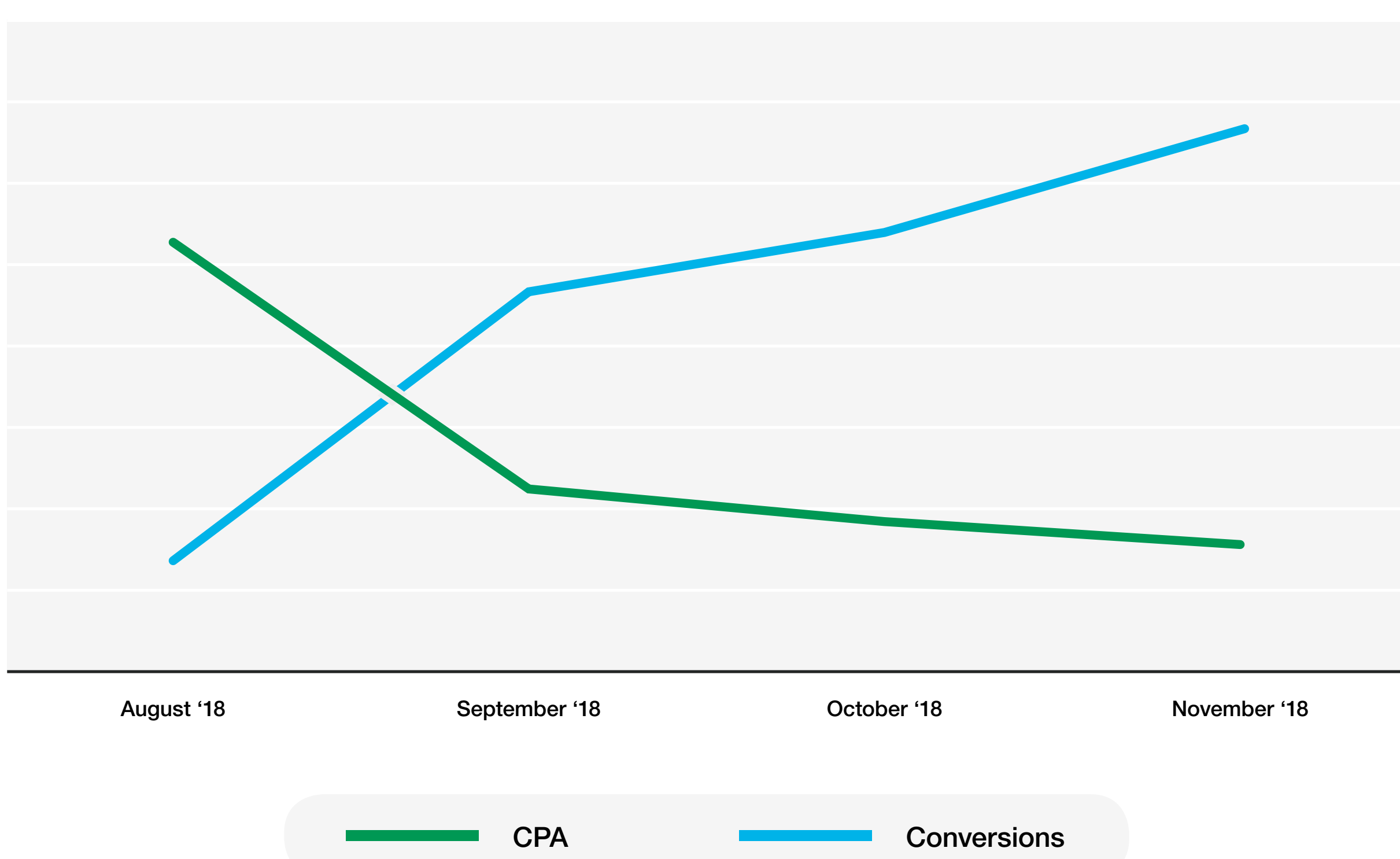


Increase in conversions



of Awesome Adventures total online bookings

CAMPAIGN PERFORMANCE



key take-outs



Programmatic advertising delivers the right message, in the right place, to the right person at the right time.



Understanding of consumer and purchase motivations – delivered an increased ROI.



Optimising campaigns towards mobile enabled reach amongst spontaneous travel customers.