



## **Fiji Airways grows the US market with multi-layer optimization, boosting website purchases by 68%**

### **Background**

For the past year, Adphorus has been partnering with Fiji Airways and their agency Dynamic Creative to leverage Facebook for more targeted prospecting and retargeting. They have adopted a more sophisticated Facebook strategy by testing and adopting new optimization products.

### **Challenge**

Fiji Airways was interested in scaling their Facebook presence across all of the markets that they do business in, but the team needed to first figure out how to secure strong channel performance in every market while also maintaining strong cost of sale. In new markets, they were looking to bolster their prospecting efforts so that they could more effectively move travelers from consideration to booking.

### **Goal**

- Adopt multi-layer optimization on their prospecting campaigns in order to reach a broader audience and drive higher quality traffic to their website.
- Execute an integrated, full-funnel marketing strategy on Facebook so that they could ultimately increase website purchases.

### **Solution**

Adphorus worked together with their agency, Dynamic Creative to run a controlled pilot in their US market to test multi-layer optimization. We set up 3 traffic campaigns to target based on city size. In parallel, we launched a Conversions and Flight Ads for Retargeting campaign in order to retarget these travelers further down the funnel.

We activated Adphorus' AI-powered marketing assistant, Marvin's optimization products - **Cross-Campaign Optimization** and **Bid Multipliers** - on their traffic campaigns in order to manage their budget more effectively and improve campaign delivery. (No changes were made to the Conversions and Retargeting campaigns.)

Marvin optimized bids and budgets for their traffic campaigns at a cross-campaign, campaign, and ad set level. By automatically optimizing for website searches at each layer of their campaign structure, we were able to ensure maximum performance.

# Multi-layer Optimization

Cross-Campaign Optimization

Pool Budget

Campaign 1 Campaign 2 Campaign 3

Marvin automatically manages one central budget to optimize across multiple campaigns

Campaign Optimization

Campaign Budget

Ad Set 1 Ad Set 2 Ad Set 3

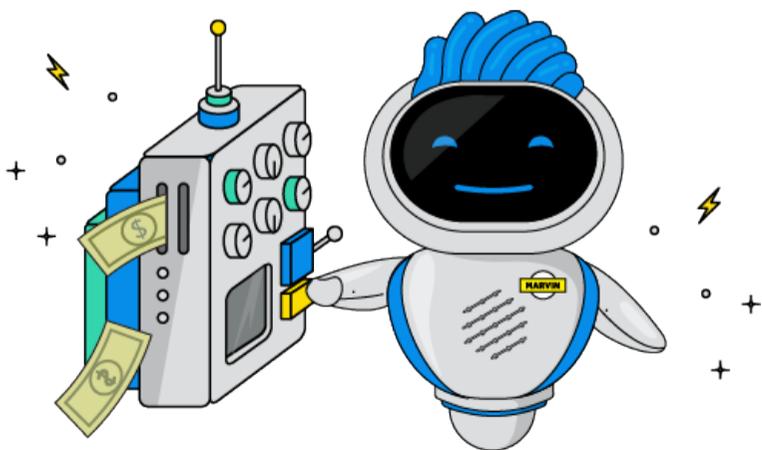
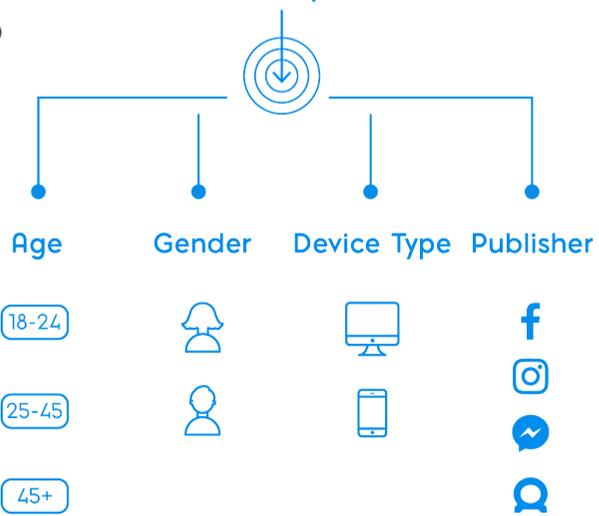
Marvin uses machine learning to manages bids and budgets for each of your campaigns based on your optimization goal

Ad Set Optimization

Ad Set Budget

Marvin automatically manages bid multipliers to optimize your ad spend toward highest value audience segments

Bid Multipliers



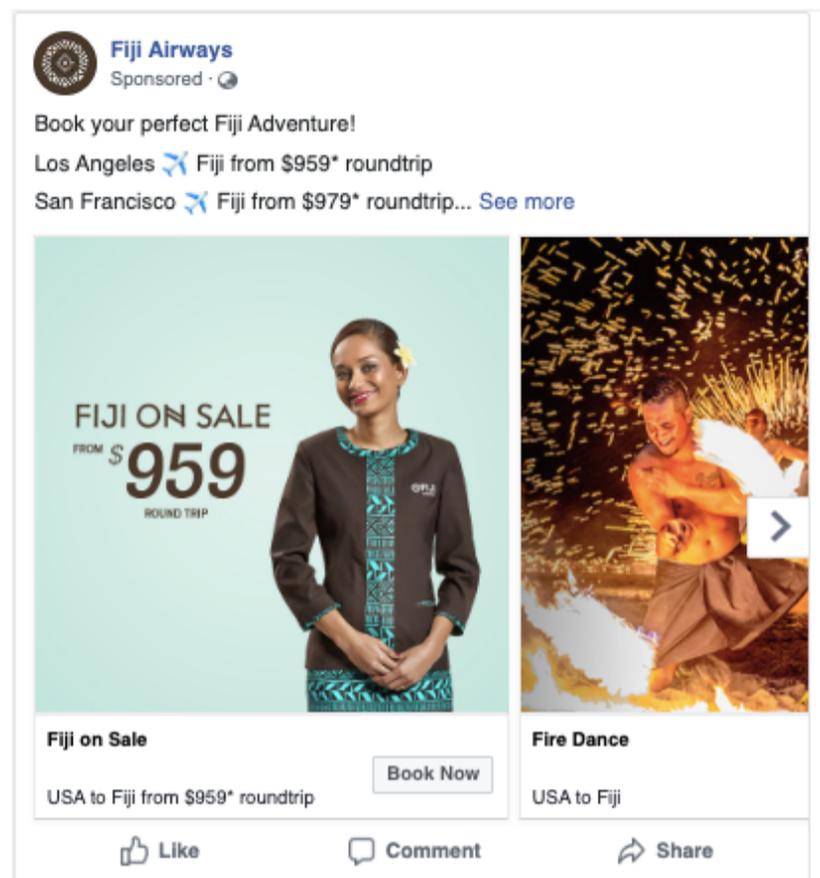
# Results

Multi-layer optimization yielded significant uplift in website traffic and conversions.

By leaving it to Marvin to automatically distribute the total budget and optimize for website searches on their prospecting campaigns, Fiji Airways was able to improve delivery, **increasing reach by 32%**. Fiji Airways also observed **171% increase in website searches**, indicating that they were able to drive higher quality traffic to the Fiji Airways website.

The optimization efforts on their upper funnel traffic campaigns enabled Fiji Airways to retarget a more relevant and engaged audience. This resulted in a **68% uplift in website purchases** from their Conversions and Retargeting campaigns, a **37% reduction in cost** and a **51% uplift in total ROAS**.

Fiji Airways has scaled the solution to additional markets and over their always-on campaigns.



**68%**

Increase in  
Website Purchases

**51%**

Increase in  
ROAS

**37%**

Reduction in  
Cost

"Adphorus came to us with two additional Marvin optimization products; we were able to achieve truly amazing results by optimizing each layer of the campaign. It was really exciting to see how optimizing our prospecting campaigns had a significant impact on our conversions. We're now live with Flight Ads for Prospecting and Retargeting in all of our markets."

Jameel Mohammed  
Manager Digital Marketing  
Fiji Airways