

Success Story



One of the largest global airlines achieves unprecedented results from Facebook with Dynamic Ads for Travel in less than 2 months

Until this year, one of the largest airlines, with flights to over 290 destinations around the world, had only run branding campaigns on Facebook with a very limited marketing budget. They came to Adphorus with a set budget to test the potential of Facebook marketing. Adphorus started working with the clients' Performance Marketing team in order to scale their Facebook activity quickly and efficiently.

Goal

1. Promote new routes with prospecting campaigns.
2. Increase sales by going live with Dynamic Ads for Travel.

Challenge

The client had little experience with Facebook marketing. They had been planning on launching retargeting campaigns for the past year. When they came to Adphorus, they only had Promotion Feeds. They were interested in promoting their less popular and newer routes. This meant a very narrow audience, posing a significant challenge for retargeting.

Solution

Adphorus' Tech team first supported the client in preparing all of their feeds to launch DAT as quickly as possible. In order to reach a broader audience and improve the effectiveness of the retargeting campaigns, Adphorus recommended a double-pronged approach.

- 1. Prospecting to help grow the retargeting audience base**
- 2. Retargeting with Dynamic Ads for Travel to drive sales**

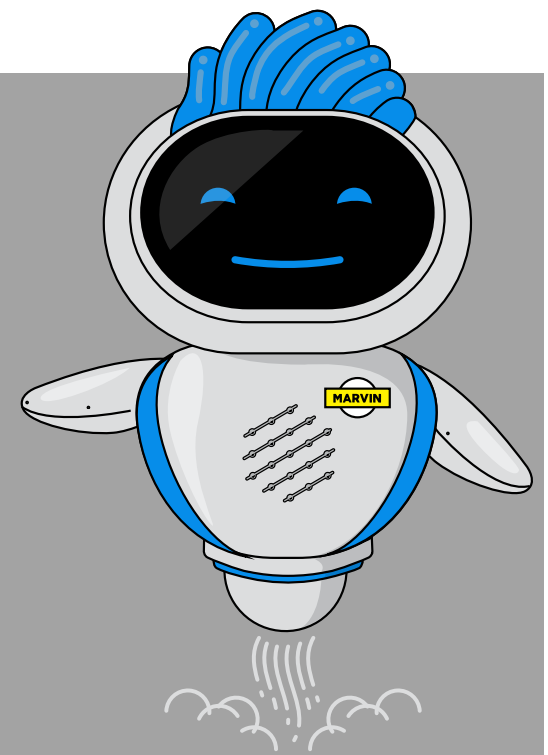
Adphorus' AI-powered marketing assistant, Marvin was used on both campaigns to optimize for conversions.

Optimization by Marvin

Bid Management and Budget Allocation

Bid Management: Marvin determines the optimum bid for each Ad Set.

Budget Allocation: Marvin distributes your campaign's budget among Ad Sets by prioritizing the better performing ones.



1. Prospecting

Adphorus advised the Performance Marketing Team to define a high potential target audience for the airline. Marvin was given the objective of increasing reach on the client's prospecting campaigns while increasing purchases on their retargeting campaigns. At the end of the first month, the retargeting audience base had increased by 6x for the promoted routes. In parallel, the client also observed a significant level of purchases from the prospecting campaigns. As a result, Marvin's objective was shifted to purchases for the prospecting campaigns as well.

2. Dynamic Ads for Travel

The client went live with DAT within 1 month. The campaigns were optimized to maximize the number of purchases with minimum cost. In order to achieve this, Marvin allocated the budget among ad sets and managed bids based on performance. Adphorus also supported the client in directing their retargeting audience to a customized landing page. Their retargeting efforts proved successful in generating online sales.

Results

Adphorus' Facebook and travel marketing know-how enabled the Airline to go live and achieve results with targeted prospecting and retargeting campaigns in less than 2 months. With the support of Marvin, Adphorus worked with the client to achieve unprecedented success on Facebook and turn Facebook into a performance channel for the airline. Over the course of the test, they reached **8.6M people across Europe** and achieved a total of **263K of revenue** from both their prospecting and retargeting campaigns. This translated to an overall click-through ROAS of 12.

Despite the challenge of running campaigns for only 13 of the airline's 299 destinations, Adphorus was able to both broaden the client's retargeting audience base and increase sales on their select list of routes, which will drive further success.

+8.6m

Reach

+1.6k

Sales

12x

ROAS