

Success Story



Air France reduced cost per booking by 57% with Dynamic Ads for Travel

As a leading global airline, AirFrance offers flights to 320 destinations. In the past year, Air France made it possible for over 90 million passengers to discover over 100 countries around the world. Air France has been running using Facebook as a performance channel in markets across the world.

Goal

Air France was interested in attracting more potential passengers to its website and ultimately increasing flight ticket sales.

Challenge

In order to increase flight sales, Air France was looking to target travelers who had searched for but not yet booked a flight on their website by launching Dynamic Ads for Travel.

Solution

Adphorus' Solutions Engineer worked with Air France to set up the Facebook pixel and website retargeting audiences. Once the technical setup was complete, the Customer Success team supported Air France in ensuring that they executed on the optimal Campaign Structure.

Targeting : Air France created audiences for travelers who had searched and/or initiated checkout in the last 30 days but had not purchased. They then segmented this audience into 2 ad sets based on when they visited the website.

Creatives : Air France used dynamic ads featuring photos of flights and destinations as well as creatives for special offers to specific destinations.

Results

Air France started running their DAT ads in 15 markets. After observing success with the solution, they decided to scale the campaigns worldwide. Their DAT campaigns reached 2 million people globally, enabling Air France to reduce cost per booking by over 50% and dramatically increase their conversion rate.

57%

Lower cost per
booking

12x

Increase in
Conversion Rate

11x

Increase in
ROAS