

# Success Story



How APAC's leading OTA decreased costs for their Dynamic Ads campaigns utilizing Adphorus' proprietary optimization engine Marvin

## Goal

APAC's leading OTA was looking for a better and consistent way of optimizing their Dynamic Ads campaigns to:

- Increase conversions from their mobile apps
- Meet their Cost per Conversion targets

## Challenge

In order to achieve this, they have been running Dynamic Ads campaigns targeting their mobile app users who searched for a flight or hotel.

Dynamic Ads enabled them to create more relevant ads for their targeted audience at the right time. This already helped them reduce costs and increase conversions up to a certain level.

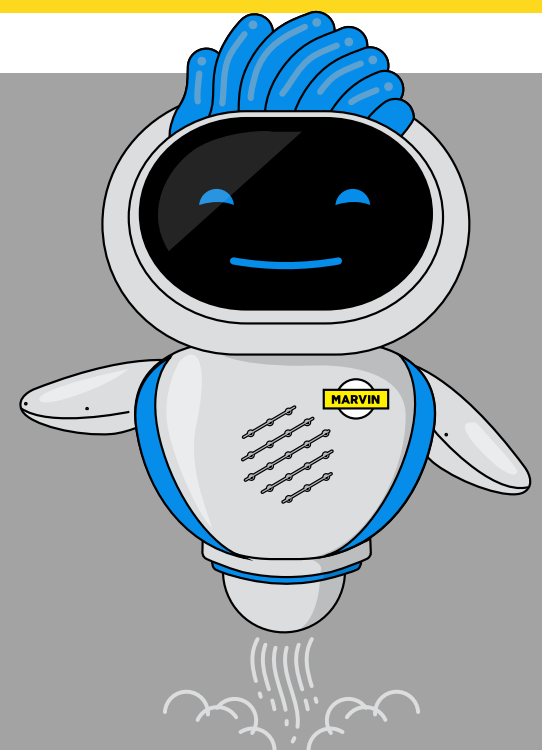
## Solution

The advertiser used Marvin, Adphorus' proprietary optimisation engine, to optimize their Dynamic Ads campaign to see if it will help them to reduce costs further and lead more conversions with the same amount of budget consequently.

## 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.



# Results

Compared to the manual optimization of client's internal digital marketing team, Marvin brought a significant uplift. The results of A/B tests show that the campaign optimized by Marvin acquired **53%** higher number of conversions with **49%** lower cost per conversion vs. the manual one.

**-49%**

cost per  
conversion

**+53%**

number of  
conversions