PROGRAMMATIC CAMPAIGN FOR AIRLINES COMPANY

TYPE:

Performance campaign

CLIENT:

Airlines company

CAMPAIGN DURATION:

1 month

TASK:

To increase awareness of special conditions on ticket purchases

Campaign Details

GOAL: To increase awareness of special conditions on ticket purchases

TARGET AUDIENCE

GEO: Nigeria

Income: Average, above-average

Interests: Travel, tourism, air tickets, work, business, safety flight

Segment 1: Users, men and women, who are employed in business, have the need to travel abroad frequently. They often use air travel services, pay great attention to service, reliability and ease of searching for tickets.

Segment 2: Users, men and women who travel frequently, actively use air travel services. They give preference to familiar services and form stable brand loyalty. Pay attention to promotions, discounts, programs for regular customers.

Segment 3: Users, men and women who are planning a trip, actively follow the news in the world, study the situation with the coronavirus, have concerns about how and where is better to fly, are interested in flight safety.
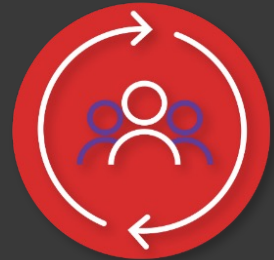
KPI

➢ To increase awareness of special conditions on ticket purchases
➢ To minimize CPC

THE SOLUTIONS

Programmatic ads: banner, search
Channels: display
1st and 3rd party data

The Solution

1. Custom segments

We used 1st and 3rd party data to create custom segments and realized advertising campaign for our client.

2. Media Strategy

1-3 weeks. The main goal was to increase awareness of special conditions on ticket purchases. At first, we decided to attract the interest of our potential consumers with two formats of ads: banner and search. Banners were created in English and different sizes for websites. We used search ads to attract a "warm" audience to the client's website
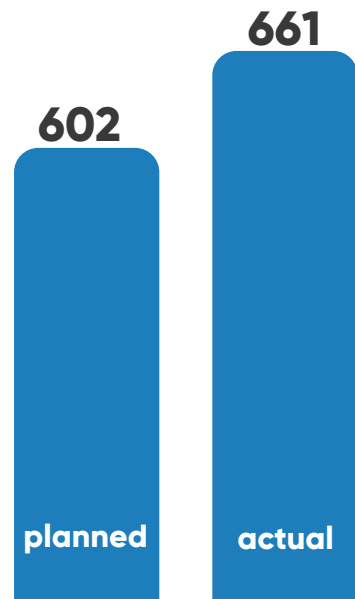**4 week.** Also we decided to use contextual targeting directed on our segments and their interests.

3. Optimization

We conducted manual and automatic optimization based on the results of the analysis of the most effective ads and audience segments in order to make this ad campaign more profitable.

The Results

Transitions

602
planned

661
actual

execution plan - 109,80%

74
users bought air tickets

3.51%
lower CPC

Contact us