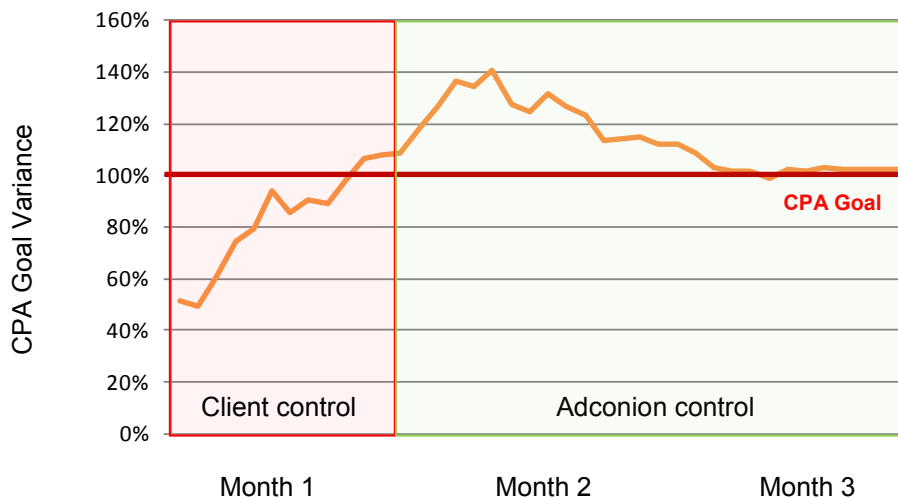


Adconion Media Group - Case Study

BlueKai Behavioral Targeting: Airlines

Cumulative Campaign Performance as a % of CPA Goal



NEXT STEPS

Learn more about Adconion's advertising solutions and what we can deliver for you. Contact your sales representative for additional material or visit our website at: <http://www.adconion.com>

ABOUT US

Adconion is the world's largest independent Audience Network with headquarters in London and offices in Germany, France, the US, Canada, and Australia. We deliver interactive media solutions using our proprietary technology that provides better results for premium advertisers and optimal revenue for publishers. Ask for actual client results and judge for yourself.

OVERVIEW

An international passenger airline, specializing in flights between North America and Asia, engaged with Adconion to target travelers interested in those city pairs serviced by this airline. After learning more about Adconion's strategic partnership with the leading in-market, intent-based behavioral targeting (BT) data provider, BlueKai, the client committed to a 3-month BT campaign.

BACKGROUND

Adconion ran a 3-month BT campaign for this client, leveraging BlueKai's wealth of in-market airline travel behaviors and targeting offers to a relevant audience on Adconion's network, which reaches more than 65% of the U.S. Internet population, or over 130 million potential online consumers. The client's target BT audience solely focused on origination and destination country and city pairs serviced by this airline.

OBJECTIVES

- Drive traffic to the client's website
- Book a flight

RESULTS

The client set a cost per action (CPA) goal for Adconion to achieve. The action was defined as completing an online booking for any flight offered by this airline. Furthermore, the client insisted on dictating which BlueKai segments were to be used for this campaign. While this strategy worked to the client's advantage in the beginning, Adconion noticed CPA performance steadily worsen over time.

At the end of the first month, Adconion convinced the client to allow us to optimize the performance using BT auto-optimization techniques provided by our ad server, as well as manually changing and testing the mix of BlueKai segments used in this campaign. Given that the action itself (a completed airline booking) is generally viewed as a "considered purchase" (vs. an "impulse buy"), the result of these optimization techniques took at least a week to bear fruit. Once taking effect, however, the CPA performance steadily improved and brought the performance back towards the original CPA goal set by the client.

Based on this campaign experience, Adconion recommends that clients are actively involved in defining their target audience, but allow Adconion to optimize the campaign performance using proven automatic and manual optimization techniques.