

# Adconion Media Group – Case Study

# Global Tourism

## OVERVIEW

A major international passenger airline engaged with Adconion to run a targeted tourism campaign for both its domestic and international vacation destinations. After reviewing Adconion's broad range of media solutions, the client accepted Adconion's proposal to run a geo-targeted ad campaign, aimed at three major domestic and international vacation destinations over a four to six-week period.

## BACKGROUND

The passenger airline wanted to increase both visitor traffic and brand recognition of its online Web site. Adconion structured a CPM-based ad campaign, using click-through rate (CTR) as the primary performance success metric.

## OBJECTIVES

- Increase visitor volume on its Web site for two of its international and one domestic vacation destinations
- Elevate the brand image of the airline by reinforcing that it offers and flies to these vacation destinations

## COMPONENTS

Adconion structured a domestic and internationally geo-targeted campaign, leveraging its extensive global reach. The campaign blended the direct response element with a branding objective, therefore focusing on CTR as the primary optimization and performance success metric.

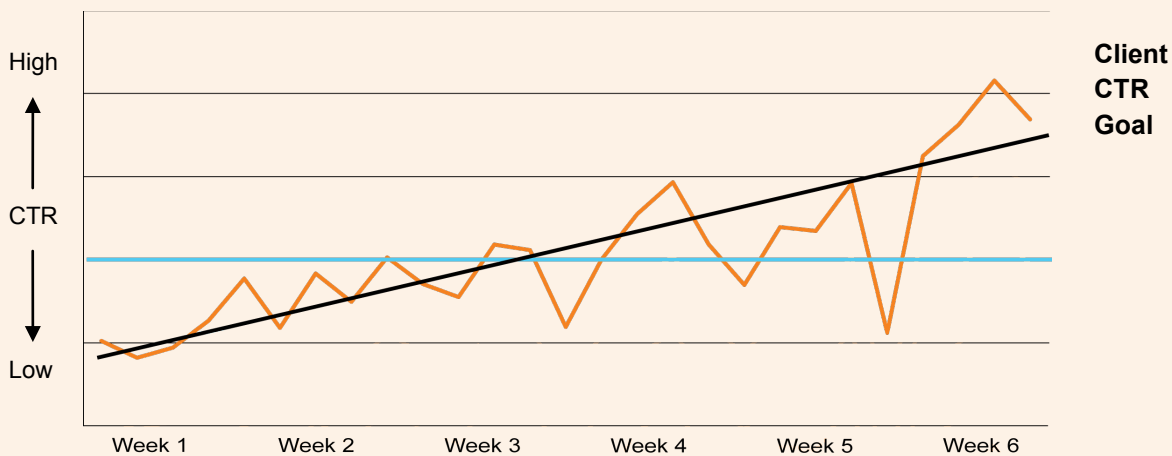
## NEXT STEPS

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, Spain, 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.

**Campaign Click-Through Rate (CTR)**



## RESULTS

Using CTR as the primary optimization lever, combining Adconion's predictive optimization technology with hands-on optimization, the campaign's CTR performance improved steadily for all three vacation destinations. The above graph shows the CTR performance for one of the client's international vacation destinations, including their CTR goal, which Adconion was able to easily outperform over the life of the campaign.

Based on the successful outcome of these three campaigns, the client decided to re-engage with Adconion on upcoming travel-related online advertising campaigns.