

# Case Study: Leading Internet Travel Brand



A leading online travel brand looking for ways to drive increased bookings on its website utilized ShopAds™ to acquire new users through exclusive gift card offers and in-banner digital fulfillment.

## Client Objectives

- New customer acquisition
- Increase average order size

## Solutions Used

### ShopAds

- Unique digital gift card fulfillment
- McAfee Secure checkout

### Analytics

- Add to Cart Rate
- Abandonment Rate
- Dwell Rate
- Conversion Rate
- Card Redemption Rate

***ShopAds can really capture impulse purchasing. When combined with an exclusive offer, we've seen great success with this program. We don't want our competitors to know about this solution.*** – Head of Customer Acquisition

## Key Challenges

Although a highly recognizable brand, the consumer direct travel provider was facing the same challenges many travel companies faced amidst declining travel budgets in a recession. To complement its existing branding campaigns, the client looked for innovative ways to increase traffic to its booking website and deliver hard ROI. To accomplish this, the travel brand chose ShopAds as its primary customer acquisition tool to drive exclusive hotel gift card sales and digital fulfillment in banner, which in turn, led to increased bookings and average order amount on the primary website.

## Media Plan

**Offer:** Exclusive gift card offer available only through ShopAds

**Target Audience:** Travel enthusiasts and discount shoppers

**Media:** Run of ad network on Top 5 ad network travel inventory

## Results

- ✓ ShopAds conversions outperform non-ShopAds by **75%**
- ✓ Outperform average conversion rate by **2.5X**
- ✓ Average order size increase by **41%** on primary website

## Key Insights

The prominent placement of the McAfee Secure™ trustmark on ShopAds plays a major role in reassuring 'ready to buy' consumers. The exclusive hotel gift card offer, coupled with its immediate digital fulfillment, successfully capitalized on purchasers' impulse buying habits and desire for instant satisfaction. After the initial customer acquisition through ShopAds, purchasers went to redeem the gift cards on the brand's booking site. Compared with other users who came to the site, purchasers redeeming the gift cards spent more on travel bookings, including air and car rentals, increasing the brand's average order size.

Adgregate Markets, Inc.  
28 Liberty Ship Way  
Suite 2800  
Sausalito, CA 94965

415-315-9091  
sales@aggregate.com  
www.aggregate.com

**Aggregate**  
markets