

Case Study: Travel and Finance

Objective:

An agency representing one of the largest and most successful lodging franchisors selected behavioral targeting leader AudienceScience to help them increase hotel bookings and boost revenue.

Solution:

To capitalize on the approaching spring season and people's increased interest to travel during those months, the agency connected with AudienceScience to create a behaviorally targeted advertising campaign. AudienceScience recommended a multi-faceted approach, blending an optimized reach component and contextually-relevant placements with site re-targeting and behavioral targeting.

By pairing a credit card offer with a travel incentive, the creative enticed the behaviorally targeted audience to earn hotel points by applying for a credit card.

Through this combination of behavioral and advanced targeting options to credit card shoppers and travelers, AudienceScience was able to find the hotel's ideal prospects as they surfed sites across news, weather, sports, photo sharing, business, entertainment, dining, and music.

Results

- 70,000 conversions to date
- ROI 72% above campaign average
- Cost per booking 50% lower than campaign average
- AudienceScience Targeting Marketplace top performing ad buy

Results:

The campaign delivered an astonishing 70,000 conversions! In addition, AudienceScience met the agency's cost goals by achieving a return on investment (ROI) of 72 percent above the campaign average and delivering a cost per booking of 50 percent lower than the campaign average. In fact, AudienceScience delivered 25 percent of all campaign bookings.

The hotel chain saw an amazing increase in booked hotel rooms and the agency couldn't be more satisfied with the results.

It's easy to get started!

To learn how you generate more clicks and revenue from your Web site, contact AudienceScience at sales@audiencescience.com or 1.888.308.3444.

www.AudienceScience.com

