

CASE STUDY: LEADING ONLINE TRAVEL BROKER

Tumri enabled an enhanced site re-marketing campaign to display hotel and vacation package offers based on what origin/ destination cities users searched for on the client's travel website. Creative messaging and images were adjusted dynamically to match user intent, creating a highly relevant offers.

CAMPAIGN OBJECTIVE:

IMPROVE CAMPAIGN LIFT BY REMARKETING CITY-SPECIFIC OFFERS TO INTERESTED CONSUMERS

MEDIA PLAN

- Four month timeframe
- 10s of millions of impressions
- Audience: Travel Shoppers
- Type of Media: Site Re-marketing across major portals

TARGETING & PERSONALIZATION

Tumri automatically adjusted messages and images to align creative with user intent. Over 5,000 cities were mapped to allow for re-marketing at scale.

Solutions Used

DYNAMIC MESSAGING

- ▶ Retargeting

ANALYTICS

- ▶ Custom Reporting

TARGETING

- ▶ BT, using client website history

DATA GATEWAY

- ▶ Offer Listings

RESULTS

- Over 5,000 cities worldwide mapped for remarketing
- Performance was auto optimized daily to improve matched values
- 312% CTR improvement vs. default promotional creative

KEY INSIGHTS

1. Use of advanced re-marketing to align creative message with user intent generates greater than 3x performance improvement over static promotional creative.
2. Users are clicking on targeted origin/destination headline message within creative.
3. Strong promotional messaging with relevant destination images generates more online bookings.