

Publisher monetization at ROUTARD.COM



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annonce

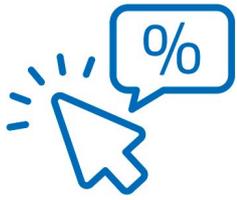
Guide du Routard, is the renowned French publisher of tourist guides founded in 1973. Routard.com is the leading French-speaking editorial and community website catering specifically to the travel industry. With 2.5 million unique visitors each month (source: Médiamétrie - 2016), the website is ranked sixth among French tourism players (sites and services combined).

Challenge

“In the world of travel, users visit between seven and eight travel websites over a 63-day period to seek inspiration and make a booking. Thus, in all cases, users visit other travel websites” says Thomas Sauzedde, Managing Director of Routard.com. With this in mind, Routard.com wants to offer direct access to content targeted at the user’s interests, generating a revenue stream for the website publisher.

Strategy

By working with travel audience and its broad base of travel-related advertisers, Routard.com can feature advertising links aimed at users who post information and make comparisons on its site. Routard.com provides visitors with added value thanks to the synergy between its editorial content and customised e-commerce offers. These contextually relevant native ads generate more clicks than the generic non-travel-related links featured by traditional advertising partners.



35%
increase in CTR



186%
higher eCPM than
generic native ads



15%
higher eCPM than
classic travel text ads



Thomas Sauzedde
Managing Director Routard.com:

“travel audience’s context-sensitive native ads generate more clicks and help us monetise our customer base more effectively. We are performing better than ever, with an average CTR increase of 35%.”

Key success factors

Native Ads:

Unlike conventional banners, customised Native Ads adapt to the publishers content and do not interfere with the user experience.

Context-sensitive offers:

Offers connected to the user’s search, based on travel audience proprietary keyword technology.

Responsive format:

Customisable for tablets, smartphones and any other mobile device.

Constant cooperation:

Ongoing dialogue to optimise campaign performance.

Asynchronous implementation:

Asynchronous ads do not decrease loading speed of web pages.

About travel audience

travel audience is the world’s leading data driven travel advertising platform. We connect the leading performance-oriented advertisers with the biggest network of publishers, reaching millions of travelers.

We optimize advertising across the entire traveler journey, identify and create new audiences, and increase our partners reach, relevance and booking volumes.