



User Acquisition through NATIVE ADVERTISING

The Challenge

Voyage Privé wanted to gain market share in the highly competitive French market of travel deals. Therefore, Voyage Privé was looking for a performance-focused partner who was not only responsive, but also able to tap into high quality travel focused traffic sources at large scale.

travel audience's mission: support Voyage Privé in maintaining its growth and consolidating its position as market leader.

About Voyage Privé

Voyage Privé is a "members only" luxury travel club, offering unforgettable getaways at unbelievable prices. It was founded by professionals from the tourism and online tourism industry with the goal to offer its members the discovery of unique holiday destinations at unbeatable prices of 30% to 70% discount. Club members are offered daily deals. Whether the destinations are within Europe or in faraway exotic locales, for short weekend getaways or longer stays, the offers are made in exclusive flash sales. This way, Voyage Privé can offer more competitive prices than traditional travel agencies.

1
Analyze placement and quality for the top performing destinations with predetermined test budget.

Strategy

- Gain first insights on CPL, ROI and the fit between the offers of Voyage Privé and the travel audience premium publisher network.
- Reach Voyage Privé's initial campaign goals.

2
Increase volume and maintain quality

- Test with generic ads per category (beach destinations, luxury hotels ...)
- Optimization based on travelers profiling and campaign insights (publishers, destinations, creatives, ad copy, pricing)

3
Scale up and optimize ROI

- Drive sales through better contextualization
- Boost member base with generic offers

Execution

1. Launch prospecting campaign on premium publisher network, focused 100% on travel publishers.

- Contextual ads based on user behavior.
- Generic ads per product type (air, rail, hotel, lastminute ...)
- Automated feed

2. Testing and continuous optimization

- Constant testing of ad copy and creative combinations
- Ongoing focus on campaign performance: CTR (matching quality, publishers optimization)
- Target top converting destinations and packages

Results



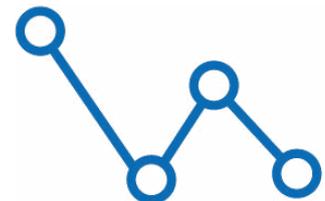
+18%

growth in new members
month on month



+31%

The click-through-rate
increased by 31%



-24%

The cost per lead remained
24% below the set target at
every increasing volumes.

Key Success Factors

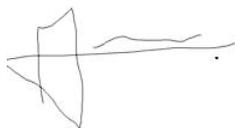
- Traffic quality of the travel audience premium publisher network (more than 60 partners including meta search engines, OTAs and travel content publishers).
- Valuable partnership between Voyage Privé and travel audience allowing for productive communication and continuous campaign and creative improvement.
- Key account campaign management and consulting with travel expertise; exceeding client expectations.
- Contextual Native Ad formats adapted to the look and feel of every publisher.

Testimonial

Marie Houdusse

Email & Display Manager, says:

"We at Voyage Privé are very satisfied with our cooperation with travel audience and our acquisition campaign. travel audience combines digital advertising and travel expertise, which were the keys to a successful collaboration. Our partnership was profitable from the very beginning. Thanks to their efficient campaign management and their precise targeting, travel audience acquired a great volume of high quality leads, allowing us to maintain our position as French market leader."



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.

