

Travel company strengthens targeting to lower CPA

Amobee brings greater consumer understanding for greater results

+65% 

of converters ran between 2-7 queries before booking

3.1x 

lower CPA when running social

78 

new customers converted in 3 months

GOALS

A large travel company needed to better understand its customer behavior to lower Cost Per Acquisition (CPA).

SOLUTION

By understanding how shoppers engaged with the brand's ads the brand was able to hone in on their ideal customers.

- **Prospecting Analysis.** Quantify value of prospecting layered onto retargeting for conversions.
- **Site Search Analysis.** Limit the audience to prospective customers within the delivery area for each restaurant.
- **Identify highest CPA offenders.** Extend campaign reach while increasing precision for subsequent impressions.

RESULTS

More than 65% of converters ran between 2-7 queries before booking.

3.1x lower CPA when running social then display advertising – benefits of channel sequencing.

78 new customers converted in 3 months due to findings that visitors with 2-6 prospecting ads converted at the optimal percentage.

