

### Golf break campaign drives conversions and efficiency using Dynamic Creative

#### Campaign Details

**Client industry:**  
Travel

**Sizmek solution:**  
Dynamic Creative

**Campaign Details:**  
Dynamic Creative campaign drives conversions and efficiency

#### Objective

One of Europe's largest golf-focused travel companies was looking for an advertising strategy to drive more qualified traffic to its website and improve online ROI. The company engaged Sizmek's Dynamic Creative to reach their goals and get their online performance back on the green.

#### Execution

The advertiser's media agency developed a proprietary solution to help deliver relevant messaging to each end user. The solution combines paid search to generate qualified traffic to the advertiser's website with Sizmek's Dynamic Creative product to retarget users with customised display messaging based on their entry point to the site.

Sizmek's integrated Dynamic Creative solution allows advertisers to automatically create and serve multiple ad versions tailored to the user by geo-location, behaviour, demographic or even position in the trip planning process.

Each visitor to this client's website was targeted with a tailored banner message related to the landing page content they had seen previously. This was achieved by utilizing Sizmek's dynamic retargeting tag technology which was implemented across the site.

Based on the value within the 'dynamic retargeting' tag, Sizmek served the user the most relevant version of the ad execution based on their entry point. The media agency was able to report on the combined performance of the PPC and display portions of the campaign, showing overall uplift in conversions.



**"This approach to marketing integrates data from search and display as part of our strategy to create a more personalised, dynamic experience. The Sizmek platform makes this integration easy, offering a complete suite of tools through one interface."**