Sizmek Dynamic Creative takes retargeting ROI to new altitude for Indonesia AirAsia

The client challenge

Indonesia AirAsia, one of the leading low-cost carriers in Jakarta, is a sophisticated online advertiser. They have utilized retargeting campaigns in the past to deliver relevant ads to their website visitors and achieved great results in those campaigns. However, the airline industry is fiercely competitive, and Indonesia AirAsia has to constantly come out with new campaigns and fresh ads to react to rival marketing strategies and consumer needs.

This advertiser was looking to go beyond standard retargeting to create a more personalized ad experience. In addition to looking for a way to create multiple ad versions on a short time frame, they wanted higher ROI.

Execution

With these client goals in mind, media agency Mindshare Indonesia developed an always-on retargeting campaign using Sizmek Dynamic Creative Optimization (DCO). Sizmek DCO is one of the most robust tools available for achieving ad personalization and targeting on a massive scale. Not only is it simple and cost effective, it also provides advertisers the ability to leverage user-level data to introduce relevant and meaningful messages to each consumer.

Using simple Excel feeds into Sizmek DCO, Indonesia AirAsia was able to
“Dynamic Creative allows us to efficiently create and serve thousands of ad versions tailored specifically for each user based on the last destination searched. As a result, it has improved our ROI by five times.”

Ina Nurulita
Digital Marketing Manager, Indonesia AirAsia

Results
Not only did Sizmek DCO dramatically improve turnaround times and workflow efficiency for Indonesia AirAsia, the dynamic retargeting campaigns also helped the advertiser to achieve higher ROI.

• They were able to create 5,500+ ad versions in three months, saving an estimated 276 days of production time.

• Adding Sizmek DCO into the retargeting campaign delivered 5X higher ROI than previous retargeting campaigns.

“I am a huge believer in targeted messaging. I am impressed with the results we achieved by combining Dynamic Creative with retargeting on this campaign.”

Sandesh Nayak, Associate Digital Director, Mindshare Indonesia