



With Re-Targeting, Display Is Now Profitable

Cadreon/The Hallway Agency/ZUJI

Campaign Details

Advertiser:
ZUJI Travel

Campaign:
'Travel Your Way'

Creative agency:
The Hallway Agency

Media network:
Cadreon

Sizmek Product:
Dynamic Creative Optimization

Campaign Brief

The online travel market is packed, and both consumer affinity and barriers to entry are low. In such a hyper-competitive environment, travel agencies must continually find innovative ways to entice travelers to convert on their sites vs. the many others available.

Part of the global Travelocity group, ZUJI offers consumers travel deals from more than 400 airlines, 60,000 hotels and thousands of car hire, activity leisure providers and travel insurers. In 2011, after the devastating year for travel that was 2010, ZUJI needed a way to strengthen the connection between traffic to its sites and actual conversions, engaging consumers even after they left ZUJI's website to explore competitive offers.

ZUJI's vision was to create a personalized display campaign that would serve up the latest and best ZUJI deals relevant to each consumer's travel intent – anywhere they browsed on the web. ZUJI engaged Cadreon and Sizmek to develop a data-driven digital remarketing campaign that would achieve its goals.

"We might not be able to afford prime time advertising in Western Australia, for example, but we know we can target Perth users with special deals with online geotargeting using Sizmek. It gives us deep reach that we couldn't otherwise afford."



James Gaskell
Managing Director of
ZUJI Australia



Execution

Developing this dynamic, geo-targeted campaign was complex. The Sizmek platform was synced with ZUJI's live travel database so it could automatically search and pull new travel deals into the display templates. These personalized ads would then feed into Cadreon's vast network to be served to individuals wherever they were. The system also had to be time sensitive, dropping targeted ads after an appropriate time period or after the individual registered new site behavior on ZUJI, such as booking a flight.

Once the solution was up and running, ZUJI could successfully identify an individual's flight or holiday intent and retarget them with relevant advertising almost anywhere they went on the web.

Sizmek technology also enabled ZUJI to track orders or basket value in order to optimize marketing spend on sites that generated higher-value travel purchases.



Results

Six months after launch, the campaign hit or exceeded all its KPIs for CPA, reach and frequency. In fact, it is the first time in ZUJI's history that a display campaign has been profitable.

CTR +300%: Display CTR went from 0.04% (July 2011) to just under 0.12% (December 2011)

Basket value +25%: Order value is approximately 25% higher than the average for display

Low CPA: The campaign maintains a low CPA thanks to its lower burn rate in terms of overall impressions served.

A better customer experience: ZUJI customers are served relevant, intent-based creative that is actually helpful in travel planning.

"With this latest solution, display for the first time is an ROI-positive channel, and we are generating actual business profit for ZUJI from display advertising."

Marc Lomas
Commercial Director of
Cadreon Australia

"Now that we can automatically insert the latest travel deals into our display ads, customers constantly see the best deals available, which can make a major difference as travel buyers shop around."

James Gaskell
Managing Director of
ZUJI Australia