

Case Study

When it comes to booking a vacation or a weekend getaway, consumers are looking for the best deals while not sacrificing the amenities they want. A travel booking brand was looking to capture more bookings while ensuring they were cost-effective with their marketing strategy. By leveraging Choozle they were able to drive efficient bookings through their site while leveraging third-party data to hone in on their in-market audiences.

The Objective

- Leverage third-party data to target in-market consumers
- Optimize their full-funnel digital advertising strategy to reduce time to convert
- Maintain and grow knowledge of programmatic advertising strategies and tactics

The Solution

The travel industry must adjust their strategies as consumer behavior changes. Digital advertising offers marketers in the travel industry the flexibility to adjust their strategies to ensure they are driving results. This travel booking brand did just that. They were looking to capture more bookings while ensuring they were cost-effective with their marketing strategy.

As a solution, the travel brand executed a full-funnel digital advertising strategy that focused on reaching in-market audiences that are actively looking to book a vacation or weekend getaway. Leveraging Choozle's robust third-party data catalog, the travel brand was able to select several travel-specific data providers and utilize The Data Alliance, which aggregates major data providers and prices them as a percentage of media spend, leading to cost savings and improved performance.

The overall campaign using third-party data achieved 39% lower CPA and 20% lower CPM than ad groups using category targeting. More importantly, the travel booking brand reduced the average time to convert (from first impression served) by 1.5 days compared to other marketing strategies.

Key Results

20%
lower CPM with
third-party data
targeting

39%
lower CPA with
third-party data
targeting

Reduced
average booking
time by **1.5 days**