

Case Study: Travel and Accommodation

Search and Location-Targeted Advertising Delivers Higher CTRs and Conversions

The Opportunity

The Days Business Alliance Group, part of Wyndham Worldwide wanted to reach US customers actively interested in Travel & Accommodation promotions. A search-based location targeted advertising campaign was implemented to demonstrate the effectiveness of mobile marketing.

Days Inn Campaign Objectives

Technical:

Maintain premium user-experience and target consumers actively looking for travel and related services.

Media Effectiveness:

1) Demonstrate highly effective targeting using search and location and 2) Deliver compelling CPA results. Local Search: Prove targeted advertising enhances the user's experience.

Days Inn Campaign Results

Technical:

Delivered relevant targeted offer based on customer location and search preference.

Media Effectiveness:

CTRs were 10X the industry standard based on highly targeted media placement, over 5% CTR with 13% click to call and 16% click to web. Campaign resulted in a 42% redemption rate. Local search creates a win/win relationship between consumers and brands.

