

## International Airline

In the competitive realm of airline ticket sales, our client sought to elevate their digital presence and drive conversions for flights from major US hubs to Japan and Asia.



### THE OBJECTIVE

- Drive conversions for flight ticket purchases, specifically focusing on routes from major US hubs to Japan and Asia.
- Implement effective retargeting strategies to keep potential customers engaged, especially those actively searching for flights from major flight hubs.
- Establish a system to track dynamic revenue based on ticket classification, providing a nuanced understanding of revenue generated.
- Achieve a solid Return on Advertising Spend (ROAS) as a key performance indicator for the campaign's success.

### THE SOLUTION

Choozle created a comprehensive solution, strategically blending creative targeting strategies to address the client's multifaceted objectives. Employing display-only creatives for enhanced engagement, the campaign leveraged third-party data targeting to refine audience precision. Specific audience segments related to Japan and Asia-Pacific travel were meticulously targeted, ensuring relevance for the end customer. The retargeting approach encompassed users actively searching for flights, engaging website visitors based on specific interactions, and capturing those searching for relevant flight keywords through search retargeting. The synergy of these strategies, coupled with keyword targeting precision, formed a cohesive and effective approach to drive flight ticket purchases.

This marked the client's inaugural journey in programmatic advertising for the client, and Choozle took center stage in their digital media plan. As the mainstay of their advertising efforts over a six-month engagement, programmatic advertising through Choozle became their primary driver of success.

### KEY RESULTS

**26X**  
ROAS

**\$4.11**  
CPM

**\$3.9M**  
TOTAL TICKET SALES

### TICKET SALES BREAKDOWN

First Class Ticket Sales: \$736,860  
 Business Class Ticket Sales: \$1,303,390  
 Premium Economy Ticket Sales: \$563,563  
 Economy Class Ticket Sales: \$1,296,939  
**Total Ticket Sales: \$3,900,000**

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