

CASE STUDY:

Flygresor.se

Leading Nordic Travel Metasearch Drives Conversions with Programmatic Display



“Sociomantic has delivered a 59% better conversion rate than any other display company Flygresor.se has ever worked with and this is a sjuhelsikes [hell-of-a] conversion lift.”

“The dynamic banner solutions made Sociomantic a very efficient partner in growing the business of Flygresor.se. Additionally, Sociomantic’s streaming technology combined with great account management and consulting support resulted in an effective and intelligent campaign optimization.”

Kristoffer Rengfors, CMO, Flygresor.se



ROI-positive
from the start,

and with a 59% better conversion rate than any other display vendor Flygresor has worked with

THE OBJECTIVE

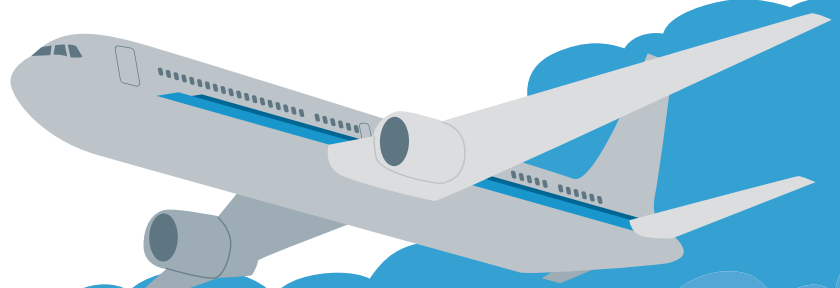
Flygresor.se’s objective included delivering new leads at a given target CPL and keeping user engagement on the site in order to generate additional searches and conversions using Sociomantic’s stream technology.

THE CHALLENGE

Research from PhoCusWright has shown that consumers visit on average 3.6 websites when shopping for an airline ticket. Although Flygresor is a leading travel metasearch engine in the Nordics, the company still faces stiff competition from other metasearch websites, online travel agencies and airline websites. Thus Flygresor faced the challenge of not only capturing consumer attention to bring travel shoppers back to its website based on the initial search, but also converting these visitors into loyal searchers on its site. In this way, Flygresor hoped to continue it’s high-speed growth throughout the region.

THE RESULTS

With Sociomantic’s dynamic approach and programmatic solutions, Flygresor.se was able to run campaigns with a positive ROI almost from day one, delivering 59% better conversion rate than any other display partner Flygresor.se has worked with.



THE STRATEGY

A user-centric and programmatic approach and dynamic creatives provided an efficient and profitable solution for Flygresor.se.

Programmatic Buying (RTB and Sociomantic Direct)



Sociomantic buys every impression in a real-time auction. This allowed Flygresor.se to find its most valuable users with the best price. Since offers in the travel segment change frequently, Sociomantic constantly updated the campaign using streaming technology instead of a delayed data feed. This ensured that every user always saw the latest prices and availabilities.

Dynamic Creative Optimization



For each ad impression won by the real-time bidder, Sociomantic's Dynamic Creative Optimization (DCO) engine generated and displayed personalized travel recommendations to individual users based on the same data analyzed by the real-time bidder to win the impression. This increased Flygresor.se's revenues by showing users their desired routes on the intended dates at their ideal price. Related trips were also included in the ad messages to drive conversions.

User-Individual Frequency Cap



Sociomantic protected the Flygresor.se brand by capping the ad frequency on a per-user and per-time basis. This is made possible due to Sociomantic's proprietary platform, which identifies the precise number of impressions a user has seen across the full scope of Sociomantic inventory. A universal frequency cap for each user is important in ensuring a positive user experience and preventing ad fatigue. At the same time, it maximizes budget efficiency, by reaching a larger number of users of higher value to advertisers.

ABOUT FLYGRESOR.SE

Flygresor.se is one of the biggest and most used metasearch engines within travel across Sweden as well as the Nordics. Thanks to its unique filtering category, it allows users for searching for flights to any destination, displaying the best deals of thousands of locations in its database.

Flygresor.se has revolutionized the way travellers search and book their holidays and business trips which has a great significance in the Nordics, a market of the world's most frequent travellers.

flygresor.se

Stockholm – Amsterdam

Från
979 kr
T/R per pers.
06-05-2015

Sök nu! 🔍

Sjukt billiga flygresor

ABOUT SOCIOMANTIC LABS

Sociomantic Labs, a dunnhumby company, provides programmatic solutions for online, mobile web and in-app display advertising. The company's proprietary Streaming CRM technology enables the world's leading advertisers to harness the value of CRM and other first-party data assets to deliver individually personalized, dynamic ads for the full customer journey. This results in broader reach, more new customers and increased loyalty of existing customers. Sociomantic has been profitable since its founding in Berlin in 2009 and has grown organically to more than 250 employees serving over 70 countries across six continents today.

sociomantic
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