

TUIfly.com achieves both reach and CPC goals during massive two-day webcover campaign.



The results

1.9m

Users viewed the promotion

0.37%

CTR per exposed user

TUI Travel PLC is one of the world's leading leisure travel groups, with more than 220 trusted brands serving 30M customers. The company has been working with Criteo since 2012 to promote its TUIfly.com flight portal, a partnership that has paid off in steadily improving performance marketing results.

Throughout most of the year, TUIfly.com focuses on direct response campaigns that drive clicks and bookings.

But during its peak seasons of January and Summer, it turns up the branding volume to stand out in a very crowded travel landscape - running high-profile campaigns intended to grab mindshare online and off.

Its summer 2014 offer was particularly enticing - a 2-for-1 airfare deal it wanted to capitalize on.



The peak season in January and last-minute booking period in June and July are for travel like the Christmas season is for retail. We have our highest branding activity during this important booking period and as we optimize those campaigns based on defined KPI's, we would definitely consider doing another Webcover with Criteo again next summer."

Gretlies Ringe,
Marketing Campaign Manager, TUIfly.com

The Challenge

TUIfly.com knew its 2-for-1 promotion would be popular, but it wasn't going to settle for just reach in a "spray and pray" model. They wanted a way to combine massive branding reach with efficient optimization, and Criteo's Webcover technology was the answer.

The solution

Criteo's Webcover product provides a unique combination of massive, intense reach with intelligent predictive optimization. During a single-day campaign, the advertiser sets a higher than normal CPC limit in order to maximize the number of users reached in a short amount of time. But because of Criteo's predictive engine, users remain among the most valuable and likely to convert – providing a unique balance of reach and CPC efficiency.

Reach is built into the Criteo solution, which connects to 6,000 publishers directly and covers all the real-time exchanges. As a result, Criteo display ads reach 924 million global Internet

users every month, according to Comscore.

During the TUIfly.com Webcover, the advanced Criteo prediction and recommendation engine assessed each ad impression based on the likelihood that a user will both click and book on TUIfly.com, delivering outstanding reach without compromising CPO targets. The promotion was featured in a static banner which appeared the first impression a user would see. Then, to close the conversion, dynamic banners with personalized offers were served for all subsequent ad exposures. As a result, TUIfly.com got the best of all worlds: branding and conversions without excessive frequency.

The result

TUIfly.com's Webcover branding campaign delivered an excellent combination of reach and efficiency:

- 1.9M users viewed the promotion
- 3.5 banners per user
- CTR per exposed user: 0.37%
- Cost per user: 0.002€



1st Slide of the banner



2nd Slide of the banner