

Flight Network Drives Conversions and Customer Acquisition with Criteo



The results

+380%
Conversions

+19.6%
New customer sales



"The Criteo team is a valuable consultative partner for our business. They not only work with us to continually improve our online campaign performance, they also help us meet shifting business requirements related to our advertising."

Karim El Ghalbzouri, Senior PPC Manager, Flight Network



About Flight Network

Flight Network (flightnetwork.com) is the largest Canadian-owned online travel agency, serving more than 2 million travelers around the globe with low-priced airfares, hotels, vacation packages, and car rentals. The company is known for its Price Drop Protection Program, which ensures travelers a refund of the difference paid should the price drop after booking.



The challenge

The online travel industry is hugely competitive, with customers extremely price-driven and rarely loyal to one vendor. Provide the right deal at the right time, and you're in business.

Flight Network needed a way to drive conversions and new customer acquisition by getting the right offers in front of the right travelers—re-engaging users who had already been to flightnetwork.com and attracting new travelers with relevant ads. They also wanted an experienced and collaborative partner who could help them stay ahead of changing advertising regulations in the travel sector.

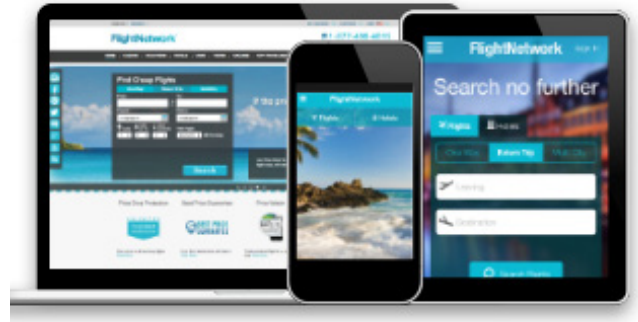
The Solution

Flight Network partnered with Criteo in 2012 to launch a performance display program, selecting Criteo for its platform simplicity, ease of use and CPC pricing model.

The sophisticated Criteo engine puts the power of selective targeting and predictive analysis behind Flight Network ads to reach users who are most likely to convert based on a wide range of data points.

Leveraging Criteo's dynamic capabilities, Flight Network is able to serve the most accurate and up-to-date pricing for destinations relevant to each consumer.

Criteo also helps Flight Network remain compliant with all applicable advertising regulations, so the company can focus on strategy and leadership in the low-cost travel sector.



The result

By automatically discovering which users are most likely to convert, optimizing bids in real-time and serving personalized dynamic ads with up-to-the-minute pricing, Flight Network has enjoyed dramatic performance increases since joining forces with Criteo. It has been able to increase its conversions by more than 380%, while increasing sales from new customers by 19.6%.



See what works

See more proof that performance works at [Criteo.com](https://www.criteo.com)

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