

Advertising.com NetBlock sends awareness soaring for leading airline

A leading airline provider drove 23,000 new users to their site and reached over 18M unique users by running a NetBlock across Advertising.com's display network.

Challenge:

A leading airline provider was looking to promote their national fare sales by reaching as many users as possible and driving a large volume of qualified traffic to their site in a short amount of time. They turned to Advertising.com to create awareness of their upcoming sales and accomplish their objectives.

Solution:

A NetBlock was the perfect play for this objective. The Advertising.com NetBlock is a high reach, frequency controlled, marketing strategy that is able to be contained within a desired site list. Our network's industry leading reach combined with our leading optimization and campaign management technology, AdLearn, made our NetBlock a tremendous success.

To reach as many users as possible in the short flight of the campaign, we started by identifying the most premium placements on the sites across our network, for the highest performance. Once those sites were identified, we made sure to put a frequency cap in place. Controlling the frequency ensured that we hit more unique users. Additionally, Advertising.com optimized the segments of inventory that have a higher propensity to click for optimal performance.

As the campaign was running, the advertiser was able to utilize real-time reporting to track campaign performance. The reach and frequency report that we provided gave the advertiser deeper insights on the number of unique visitors they were hitting on a daily basis.

Results:

The Advertising.com NetBlock helped drive 23,000 new users to their site, and had a tremendous impact on downstream search activity. The NetBlock delivered over 78M impressions and reached over 18M unique users across the US. As a result, the client purchased more NetBlocks in Q1 2011 than they bought in all of 2010, and have committed to several more throughout the year as well.

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