

Dynamic Ads significantly lift conversions for major lodging partner

During one of its most vital campaigns, a lodging partner used Dynamic Ads to drive CTR up 400%, and increase conversions by 29%.

Challenge:

A lodging partner was looking to drive efficiency with their current retargeting program and leverage a new type of banner. They turned to Advertising.com to identify a new way to reach their target audience from our suite of solutions.

Solution:

Our team identified a way for this advertiser to really drive results and reach their target audience, by using Dynamic Ads.

The advertiser was running banners that were effectively targeted to their retargeting population, but wanted more. We took these generic banners and utilized Dynamic Ads to effectively reach their retargeting population by including information from the users past searches into the banners. These new banners took into account the specific actions and behaviors of a users visiting the advertisers site including geography and demographic. Our Dynamic Ads solution is unique in that we combine advertiser data assets and any of the third-party partner data for optimal results.

Our in-house Dynamic Ads team worked one on one with this advertiser on the setup and implementation to insure there were no issues on the delivery. This was their first time working with our specialized team, who aided in the ease of creation and execution for the advertiser.

Combined with smarter messaging and our AdLearn technology, we were able to exceed the client's hotel booking goal with much greater efficiency.

Results:

By utilizing Dynamic Ads, this lodging partner increased conversions per thousand impressions by 29% and increased CTR by 400% in less than a month. The client invested 6x more budget with Advertising.com due to performance, and in doing so, drove 7.5x the conversions. As a result, the advertiser is now maximizing spend against their Dynamic Ads retargeting program with Advertising.com, and are currently evaluating their buys with other partners.



Features:

1. Messaging
2. Brand visited
3. Membership recognition
4. Weather updates
5. Target by destination searched
6. Dates searched
7. Art
8. Time of day imagery
9. Call to action

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