Case study

Flying High with Programmatic Audience Targeting using RedLotus Programmatic Solutions; powered by AI

CLIENT: Asia's largest low cost carrier.

TARGET MARKETS: Malaysia

TARGET AUDIENCE

- Growing middle income, young and adventurous travellers.
- Free Independent Travellers (FIT).

CAMPAIGN OBJECTIVES

- Create awareness of its new direct flight from its Kuala Lumpur base to the Middle East.
- Reach users who had been interested or purchased from the airline in the past.
- Generate direct sales via its website.
- To lower the cost of acquisition with a pre-determined Cost Per Acquisition KPI.

PROGRAMMATIC STRATEGY

- To reach the largest number of potential users within target audience market utilizing our RedLotus Open Exchange Programmatic Solutions and to cast a wide net of new potential travellers.
- To deploy re-targeting as a CRM tool to reach users who had shown interest in the airline in the past.
- To place greater emphasis on desktop users as they have shown higher conversion rates but not to neglect mobile users given its large consumption base in Malaysia and SEA markets.

TACTICS DEPLOYED

- A RedLotus re-targeting ad tag was deployed on the airline's website 4 weeks prior to enable collection of first party data to be used in re-targeting.
- During the first 10 days of campaign, split at 50/50 ratio the budget to reach new users and past interested users (Re-Targeting).
- Deployed frequency capping of 6 per new user and 4 per re-targeted user.
- Continuously optimized campaign by leaning towards best performing segment (New vs. Past Interested).
- Optimized based on creative ad size as well as placements by channels.
- Optimization done by our DSP engine as well as via our team of campaign optimizers at least twice per week.

RESULTS

- Over 1.5 million ad impressions ran during the period.
- Over 10,000 sales / conversions generated directly on the airline's website.
- Outperformed set Cost Per Acquisitions KPI by over 20X.

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LESSON LEARNING

- Programmatic allows for flexibility to deploy first party data wisely and effectively.
- A clear and concise KPI and success metrics must be set from day one; which leads to an effective deployment strategy.
- Smart use of first party data, the use of re-targeting in this case can lead to meeting your business objectives.
- The human touch is important; a team of campaign managers plus the user of technology can help ensure goals are aligned and met.

Daily Accumulated Conversions

Over **10,000** Conversions generated – almost all from post-view impressions

Campaign Period: May – April 2016