

Case Study: Behavioral Targeting and Retargeting

Nationwide Travel Agency

**Situation** This nationwide travel agency specializes in high-end cruise packages. It traditionally drove sales with offline advertising and display ads on AOL® intended to encourage potential customers to call for a consultation. The company’s competitive advantage is that each caller is assigned a local travel agent to find the right travel package best suited for that caller’s interest. The agent is expected to build a longstanding relationship beyond the first sale.

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**Campaign Objectives**

- Identify leisure travelers and drive qualified traffic to the company site
- Encourage consumers to call for a consultation
- Remessage site visitors

**Measurement**

- Achieve a Cost Per Sale (CPS) of \$100
- Sales
- Engagement (Page views and time spent on site)

**Implementation**

- Leaderboard, medium rectangle and skyscraper ad units with a customized 800# in the creative and landing page
- Behaviorally target consumers who recently visited a travel site or read travel content
- A portion of the budget was allocated to Run of Category (ROC) media placements:
  - Travel Sites
- Retarget all users who visited the site within the last 14 days
- Set automatic algorithmic optimization to shift impressions to the best performing placements, ad units and creative to minimize wasted impressions

**Summary**

Behaviorally targeted Travel Shoppers outperformed ROC Travel Sites by 75% in CTR, 12.7% in bookings, 11.2% in CPS and spent twice

as much time on the site, viewing 33% more pages.

Retargeted site visitors outperformed in all measurements, beating the client’s CPS goal by 73.5% and providing 383% more bookings than ROC placements. Moreover, time spent on the client’s site tripled while page views more than doubled compared with the ROC.

**Results**

**ROC Performance**

Click Through Rate (CTR)	0.2%
Sales	329
Cost Per Sale (CPS)	\$101.26
Time Spent on Site	2 mins.
Page Views	3

**Behavioral Targeting Performance**

Click Through Rate (CTR)	0.35%
Sales	371
Cost Per Sale (CPS)	\$89.99
Time Spent on Site	4 mins.
Page Views	4

**Retargeting Performance**

Click Through Rate (CTR)	4.25%
Sales	1,216
Cost Per Sale (CPS)	\$26.43
Time Spent on Site	6 mins.
Page Views	7