

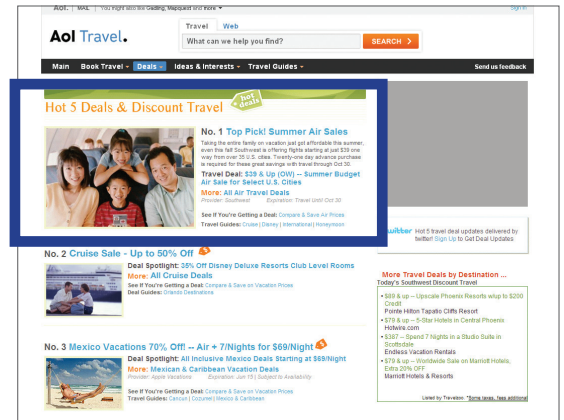
Case study: AOL Travel brings qualified leads aboard for cruise advertiser

Challenge

A leading cruise line wanted to drive qualified leads to their website. To limit waste and reach an in-market audience, the advertiser teamed up with AOL Travel to add efficient performance-based solutions to their existing campaign.

Solution

AOL Travel's Hot 5 Deals and AOL Travel Cruise Deals, both CPC-based performance solutions, were used to reach the desired audience. These sponsorships were promoted throughout AOL Travel as well as on the AOL Homepage. The Hot 5 Deals and Cruise Deals featured the client's offer along with four other best weekly travel deals.



Results

The campaign efficiently drove in-market travelers to the client's website, far exceeding their expectations. Pleased with the results, the advertiser has repeatedly renewed these sponsorships for other initiatives.

- Over 330K consumers visited the cruise line website as a direct result of the Hot 5 Deals and Cruise Deals sponsorship – twice as many as expected.
- Campaign CTR was more than 14 times greater than the advertiser's original program prior to incorporating performance-based CPC on AOL Travel.
- A \$1M+ campaign targets travelers who saw the brand's message on deal landing pages within AOL Travel during the 4 month campaign flight.

CTR more than 14X
GREATER with AOL Travel
deals sponsorships

