

Case study: AOL Advertising sends travelers to domestic airline site

Challenge

With 40M passengers traveling during the 2008 holiday season, a leading domestic airline wanted to boost bookings and drive qualified traffic to their site. They teamed up with AOL Advertising to design a campaign to promote its holiday fare sale among affluent and leisure travelers.

Solution

Using AOL Homepages' strong reach and industry-leading targeting technologies, AOL Advertising built a campaign around:

- High-impact placements on AOL Homepages, to drive visibility among affluent audiences likely to travel.
- Creative Leadback, to retarget users who visited the client's site or saw the ad, reinforcing the message with prospective customers.
- Creative designed in-house, for maximum consumer impact and appeal.

Results

The client was very pleased with the results; the campaign drove in-market travelers to their site efficiently.

- Over 100K consumers visited the airline website in a single day, far more than expected.
- The campaign drove a CTR 57% higher than the average Tier I Homepages campaign.
- It also reached an additional 17K travelers across the network by leveraging Creative LeadBack.



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