

CT is one of Asia's largest online travel companies that allows online booking of domestic and international airline tickets and hotels.

CT does SEM, SEO and display campaigns for marketing its online products & services. CT also runs tactical campaigns with other affiliates to improve its overall website performance. CT was one of the first Advertiser's to come onboard the Vizury's VRM platform and reaps the benefits from the dynamic personalized re-targeting campaign. Through re-targeting campaign, CT was able to significantly scale up their monthly sales & also get to know its user behavior better.

### Campaign Performance:

- CTR: Up 5 times
- Conversion rate: Up 3 times
- Volume: Contributed to 6% of overall website conversions

### Approach to Engagement:

1. Visitor segmentation through 4 stages -
  - Flight search result page drop-off
  - Flight details page drop-off
  - Shopping cart page drop-off
  - Thank you page
2. Creation of Nano-segment: basis of flight route, holiday destination, searched date etc.
3. Targeting and Prioritization of Nano-segment
4. 1:1 Marketing through dynamic banner

### Campaign Highlights:

- **Landing page customization:** Directing visitors to a deep linked search results page instead of standard advertiser website home page
- **Dynamic Banner Generation:** Banners get generated on the fly, based on specific user micro behaviors. More than 20 different elements on the banner customized with real time pricing information.
- **Banner optimization:** Evolved the banner through several stages of targeting and customization abilities to continuously improve campaign performance and deliver RoI
- **Reporting:** In depth and granular reporting to the extent of performance of campaign for specific sectors searched for by the user

**Banner Evolution Stage 3:**

- Customized Source and Destination
- Customized date of travel with option to check nearby days
- Best options with most recent prices, plus option to check more flights
- Clear call to action takes user directly to transaction page
- Relevant discounts/offers to drive higher conversions

**Banner Evolution Stage 2:**

**Banner Evolution Stage 1:**