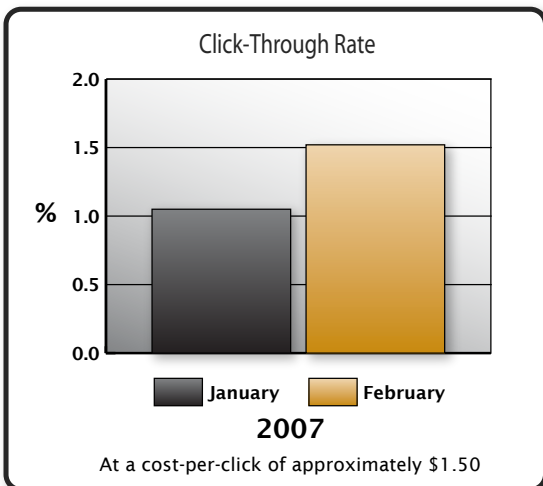




The Challenge

The online travel market is very competitive, with market leaders such as **Expedia** and **Travelocity** driving up Pay-Per-Click advertising costs. As tour operators expanded their online marketing efforts, Contiki's Pay-Per-Click campaign costs began to escalate. Contiki wanted to maximize exposure and traffic to its sites on a limited advertising budget. The problem was compounded by the fact that regional divisions, each in charge of marketing within their respective region, were not working together globally.



Geo Targeting Increases Travel Site Ad Campaign Effectiveness by 47%

The Solution

The online travel industry has no shortage of persons searching for travel related keywords. Enquiro's focus was not to simply drive traffic, but to access the right market segments and provide them with the right ad message. The first step was to **set up geo targeted campaigns for each of the regional divisions**, allowing them to display ads to each of their respective markets while not cannibalizing one another globally.

The American market, with very high search volume for selected keywords, presented additional challenges. Daily ad budget was often exhausted before the West coast prime viewing times, thus not ensuring nation-wide brand exposure and traffic. In response, **Enquiro segmented ad campaigns and budgets further, thus achieving a more effective distribution of budget and an overall reduction in average Cost per Click.**



Additional gains were made through our understanding of Contiki's target market and how they use search engines. **Advanced day parting allowed us to show Contiki's ads more at the times of day that their users were online and carefully control ad costs during off-peak times.**

Overall, Enquiro was able to lower the total Cost per Click by over 3% and **increase Click-through Rate (CTR) by over 47% within one month.**

Enquiro's ongoing work also involves further segmenting Contiki's markets by precisely targeting specific colleges to support Contiki's offline marketing in those locations.

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