



MAJOR RESORT & HOTEL CHAIN

The Brief

A large hotel and leisure company wanted to use the 24/7 Global Web Alliance network of Web sites to drive increased bookings to specific properties while meeting tight budgetary targets.

The Approach

Retargeting was chosen as the best method to achieve these goals. “Lookers” and “Bookers” on the company’s sites (people who have either visited the sites or booked accommodation on them) were served anonymous cookies and later retargeted with appropriate ads when they next visited a site anywhere on the 24/7 Web Alliance network. The added value of such precise targeting allowed the company to contain its campaign’s initial expense by restricting creatives to GIFs rather than more costly rich media.

The Results

Results met and significantly exceeded the company’s stringent targets. The cost per booking was greatly reduced and the company reported a return on its retargeting investment that was dramatically higher than that yielded by its other online campaigns.

The Meaning of the Results

Existing traffic to the company’s sites is substantial in volume and consists overwhelmingly of potential guests. This makes site visitors excellent prospects for retargeting, provided they can be reached again with sufficient reliability. Because it includes a large number of sites, the 24/7 Web Alliance network made the cookie recipients available for retargeting in large numbers.

While no two cases are the same, for advertisers with their own well-trafficked and product-specific sites who want to drive sales, retargeting across a large high-quality network is potentially very productive: it is certainly as close as it is currently possible to get, using pure behavioral-targeting methods, to serving ads to a truly pre-qualified audience.

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific.

24/7 Real Media: The Science of Digital Marketing.

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