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CASE STUDY | AVIATION

Cathay Pacific: ROI of 234 vs 50

A highly targeted, scalable campaign that put a premium airline back in front of new and returning travellers, and beat every ROI target.

Crimtan | November 2026

ABOUT THE CLIENT

A premium airline with global reach

Cathay Pacific Airways is Hong Kong's flagship carrier and a global leader in the aviation industry. Known for its modern fleet and exceptional service, Cathay Pacific connects passengers to over 190 destinations worldwide.

As a premium airline, it places a strong emphasis on delivering a seamless and personalised travel experience.

Cathay Pacific

Sector: Aviation
Market: Hong Kong
Focus: Dynamic Creative Optimisation (DCO)

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THE CHALLENGE

Winning back travellers after Covid



Emerging from the Covid-19 pandemic, Cathay Pacific faced fierce competition in a rapidly recovering travel market. With travel restrictions lifted, the airline needed to re-establish its presence and capture the attention of both new and returning customers.

The challenge was to create a highly targeted and scalable campaign that could effectively communicate Cathay Pacific's diverse route offerings and drive customer engagement, all while delivering a high return on investment (ROI).

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THE OBJECTIVES

Four goals for the campaign



Increase brand awareness

Reaffirm Cathay Pacific's presence as a leading airline choice post-pandemic.



Drive new customer acquisition

Attract new travellers to key destinations in Southeast Asia, Japan, and Australia.



Achieve ROI targets

Surpass the set ROI goals for both new and existing customers.



Optimise campaign performance

Utilise data-driven insights to dynamically adjust strategies and maximise revenue.

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THE SOLUTION

192 ads from one template, tuned in real time

To address Cathay Pacific's challenges, Crimtan implemented its Smarter Connected Advertising approach, leveraging Advanced Data and Dynamic Creative Optimisation (DCO). The campaign strategy included:

Dynamic Creative Optimisation (DCO)

Crimtan developed 192 unique banner ads from a single template, tailored to various destinations and available in two languages. This gave travellers personalised messaging based on their behaviour and preferences.

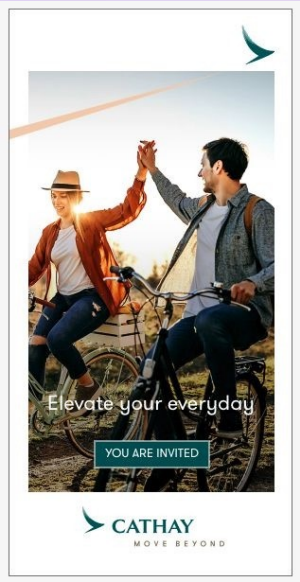
Advanced Audience Targeting

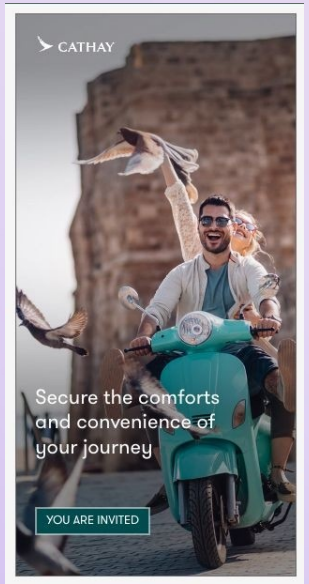
Using rich data signals, Crimtan targeted potential customers based on travel behaviours such as preferred destinations, origin cities, and cabin class preferences. By closely monitoring traveller parameters like origin, destination, revenue, and cabin class, Crimtan adjusted the campaign strategies in real time to focus on high-conversion routes. This agile approach maximised revenue opportunities and campaign efficiency.

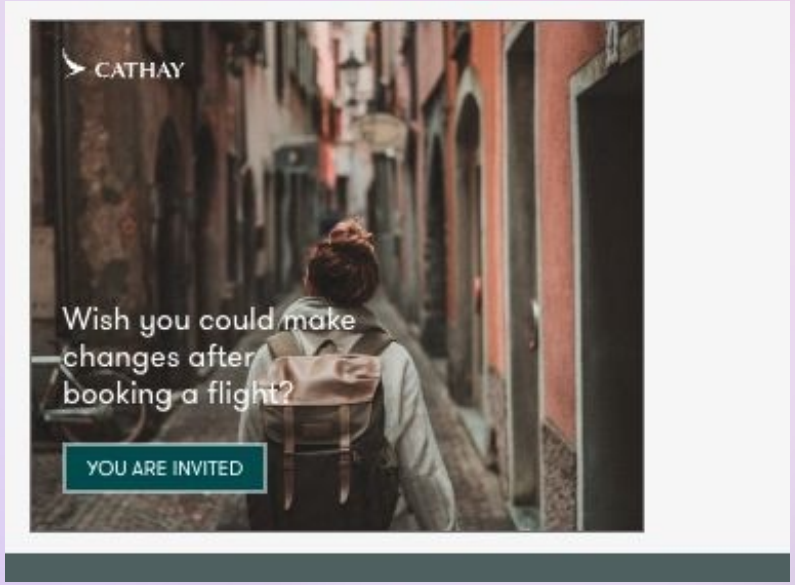
Incremental Testing

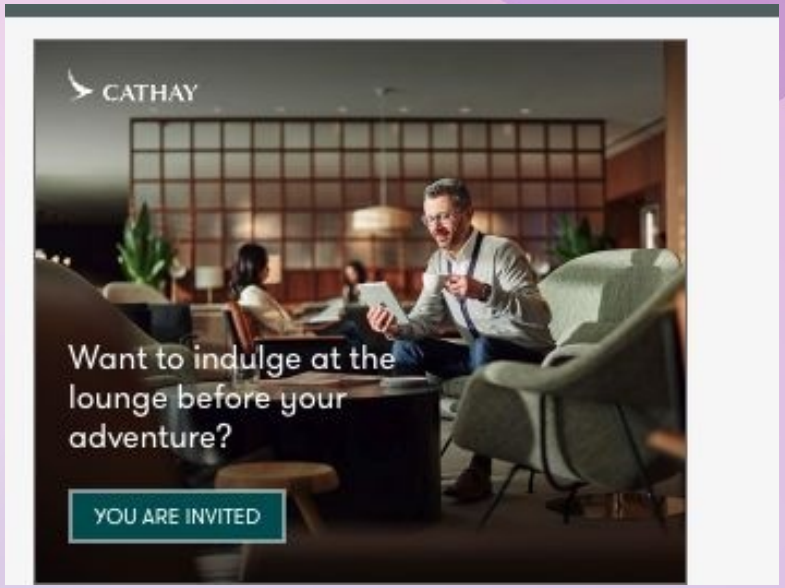
A four-week test was done to show the additional revenue this performance campaign delivered by comparing revenue from audiences exposed to our ad versus those unexposed.

The creative that travellers saw









Examples of the creative served in the Cathay Pacific campaign.

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THE RESULTS

Every ROI target beaten

234

Overall ROI

Achieved an ROI of 234, surpassing the target ROI of 50.

36

New customer ROI

Exceeded the new customer ROI goal of 20 by achieving 36.

118.95

Incremental ROI

Delivered an incremental ROI of 118.95, demonstrating an additional return on ad spend of HKD 118.95 for every HKD 1 invested.

Source: Crimtan campaign reporting for Cathay Pacific.

“Crimtan has been instrumental in overachieving our ROI targets and bringing in new customers.”

Vivian Chan, Head of Marketing Communications, Cathay Pacific

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Thank you

Want to see what your own data is saying?
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