

CASE STUDY | AVIATION

Cathay Pacific: ROI of 234 against a target of 50

Aviation, Hong Kong. Dynamic Creative Optimisation. A premium airline needed to win back new and returning travellers after the pandemic.

234

Overall ROI (target: 50)

36

New customer ROI (goal: 20)

118.95

Incremental ROI: HKD returned per HKD 1

The challenge

Emerging from Covid-19, Cathay Pacific faced fierce competition in a recovering travel market. It needed a targeted, scalable campaign to show its routes to new and returning customers, at a high return on investment.

What we did

Crimtan built 192 banner ads from one template, in two languages, and targeted travellers by destination, origin city and cabin class. The strategy was adjusted in real time towards high-conversion routes, and a four-week test measured the extra revenue.

The result

An overall ROI of 234 against a target of 50, and a new customer ROI of 36 against a goal of 20. The incremental ROI of 118.95 comes from comparing audiences who saw the ads with audiences who did not.

> *“Crimtan has been instrumental in overachieving our ROI targets and bringing in new customers.”*
>
> **Vivian Chan, Head of Marketing Communications, Cathay Pacific**