

CASE STUDY | AIRPORT HOSPITALITY

Plaza Premium Group: 187% peak US new-customer growth

Airport hospitality. North and South America, and Canada. Dynamic Creative Optimisation helped more travellers discover airport lounges.

2.4

Positive ROI

+37%

New customers in the first month

+187%

Peak new-customer growth in the US

The challenge

Plaza Premium Group had limited regional awareness, especially in the US and Canada. It needed to acquire new lounge customers on a lean budget, while launching tactical and seasonal offers quickly.

What we did

Crimtan used DCO to tailor ads to six traveller audiences, using intent signals and lounge proximity. ArchiTECH insights adapted messages and offers to lifecycle stages, while an agile setup supported flash sales and seasonal campaigns.

The result

A positive ROI of 2.4, a 37% increase in new customers in the first month, and peak US new-customer growth of 187%. The campaign also broadened awareness beyond premium travellers.

> *"Crimtan's speed to market and flexibility allowed us to pivot to changes quickly and efficiently."*
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> **Esther Tan, Global Director of Marketing, Plaza Premium Group**