



An established tour operator wanted to raise consumers awareness of new, exotic long-haul destinations and think of the company as a long-haul operator, not just a short-haul package holiday provider.



1. CONFIRM THE TARGET AUDIENCE

We used our real-time data planning tool, Architect™ to establish the most relevant characteristics of site visitors and to identify the most likely contextual environments. With this knowledge, we knew the best data to use for targeting before the campaign even started.

2. BUILD STUNNING CREATIVE

A range of large format, expandable, highly interactive ads were built in HTML5 to ensure they worked fully on all devices for maximum branding effectiveness. These included long-form videos, information about aircraft and destinations.

3. USE SAFE, VIEWABLE, RELEVANT INVENTORY

To maximise reach in the target market, inventory was bought through programmatic exchanges, SSPs, PMPs and direct buys to provide high quality, relevant inventory with real impact. To ensure brand safety and viewability and to protect against fraud, a third party specialist was used throughout the campaign.

4. CAMPAIGN RESULTS

Those who viewed a video were nearly

20x

more likely to book a trip to that city.

Average dwell time

68.5

Seconds

Engagement rate

2.17%

5. CAMPAIGN INSIGHTS



Nearly three-quarters (73%) of the consumers who engaged with the video were male



The best engagement rate was seen on Tuesday and Wednesday evening at 6pm



The best performing audience segments were Entertainment, Hobbies & Crafts and Business Decision Makers



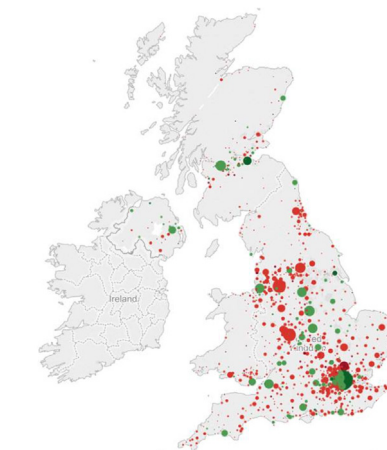
The best performing contextual environments were News, Arts & Entertainment and Hobbies



Over three-quarters (78%) of engagements were in the high income bracket



Over half (58%) of engagements came from the 25-34 age group



The best engagement rates were in London Edinburgh, Hull and Portsmouth