



CATEGORY

Travel

CLIENT

An online travel agency

CAMPAIGN BRIEF

The online travel agency company wants to target frequent Hong Kong travellers to Southeast Asia (S.E.A) and drive online sales of holiday packages for Easter campaign.

OBJECTIVES

- Identify frequent travellers to Southeast Asian countries
- Identify prospects who are interested in holiday packages

CAMPAIGN STRATEGY

Client consultation to define audiences 'Frequent Traveller' by the period of time frame and frequency of travelling.

Secondly, to identify two segments of audience by travel content consumed with direct relevance to S.E.A., such as articles and visits to travel websites.

A) S.E.A. Travel interest - package holiday content

B) S.E.A. Travel interest - non package holiday content

The hotmob custom audiences were produced and tested in the campaign vs 'standard' exchange targeting and the results collected for analysis.

CAMPAIGN SUCCESS

The campaign with custom audience targeting generated a **123%** and **120%** increment in click through rate from the two sets of audiences. Client also discovered a **121%** increase in its customer base and acquired new leads.

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