



CASE STUDY: International Car Rental Company

ABOUT US

At Expedia Inc., we reach nearly 60 million¹ online travelers worldwide. Expedia Media Solutions provides unparalleled reach to the largest global footprint of in-market online travelers. Whether you are a tourism board, hotelier, airline or travel provider—no other channel allows you to target your audience so efficiently.

Our approach is fostered in consultation and is focused on helping you create brand loyalty, generate positive ROI or both. We understand that you have customized campaign objectives and offer a myriad of sponsorship, targeting and ROI driven solutions to meet your needs.

DETAILS

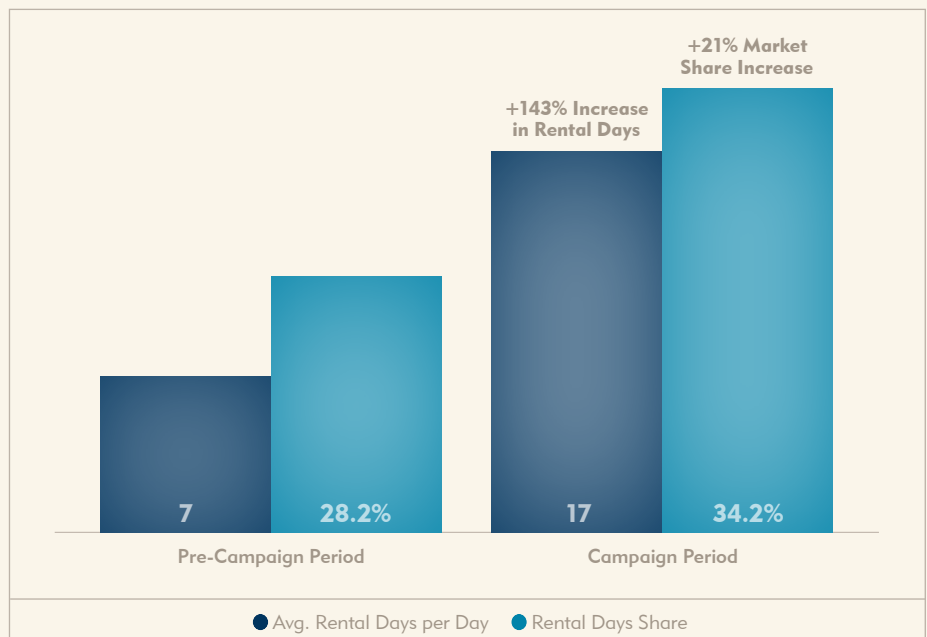
Objective: Increase minivan rentals during campaign and post-campaign period

Messaging: Sale rates on minivan rentals

Timing: Q1 2010

Featured Sites: Expedia

Product: StorepointAds



RESULTS²

Campaign period metrics increased significantly from pre-campaign levels.

- International Car Rental Company experienced a 143% increase in rental days and a 21% increase in market share of rental days
- There was a 157% increase in booking revenue and a 38% increase in booking share
- International Car Rental Company experienced 14x growth and grew in market share from 3% to 34% in comparison to the same period in 2009