



## CASE STUDY: Lufthansa Airlines PassportAds Campaign

### ABOUT US

At Expedia Inc., we reach nearly 60 million<sup>1</sup> 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:** Drive sales by retargeting offsite users based on origination and destination

**Offer:** Brand and fare sale messaging

**Timing:** March 2009 – April 2009

**Target Audience:** European flight searchers

**Featured Sites:** Expedia PassportAds

	Ad Network	Expedia	Travel Site
CTR	0.03%	0.13%	0.21%
Conversion	5.23%	5.43%	1.50%
Revenue	\$152,000	\$153,000	\$15,000
CPA	Expedia was 17% lower	14% lower than campaign average	Expedia was 62% lower

### RESULTS<sup>2</sup>

- Expedia **CPA** was **17% lower** than other Ad Networks
- Expedia **CPA** was **63% lower** than travel content sites
- Expedia CTR was **10% greater** than that of other Ad Networks.
- Expedia conversion rate was greater than other Ad Networks or travel content sites.