

# Air Travel: Landing Website Traffic through Optimized Advertising



*With a little AI help, our clients in the commercial airline business powered social campaigns that increased their respective website traffic at a low cost.*

## The Challenge:

Thanks to its developing economies and increasing tourism, Latin America's air travel industry is flourishing. **According to Statista**, over the next 2 decades, the market is expected to grow by 6%. Niche, budget, and charter airlines continue to pop up everywhere – and carriers of all kinds are looking for opportunities to secure new clients.

For the purposes of this article, we'll refer to the first client as "Victory Air." Victory is a budget carrier servicing major cities in South America, Mexico, and the Caribbean. Victory Air came to Datagran looking to increase traffic to its while foregoing price comparison sites (being indexed on them increases carrier's costs thereby upping ticket prices).

The second client, we'll refer to as "Eva Airlines." It is one of the largest and oldest Latin American airlines, which offers flights around the American Continent and to parts of Europe. Despite being indexed on price comparison airlines, Eva Airlines turned to Datagran in order to increase website traffic. Eva's basic tickets include amenities such as hot meals and luggage, so competing on price alone makes no sense to them.

## The Campaigns:

Both Victory Air and Eva Airlines realized that price comparison sites weren't the best for their services. The former wanted to advertise its low prices without the cost of getting indexed. The latter wanted to compete on the basis of ticket value rather than price. Both carriers used adOptimizer to run social media campaigns which were optimized to increase website traffic.

## Their Success:

Victory Air's campaign generated:

- A 54.88% lift in traffic
- 33% drop in CPC (from COP127, using other solutions to COP82 with adOptimizer).

Eva's optimized ads resulted in:

- A 37.93% increase in traffic
- A 28% lower CPC than what they had achieved using other approaches.

## The Outcome:

Both airlines declared their respective campaigns a success. Victory Air continues using adOptimizer to run campaigns during low season – when opportune travelers take advantage of great deals to go on unexpected vacations. Eva Airlines, on the other hand, uses adOptimizer during high season, generating traffic just in time for event-related travel.

We're proud to have customers in the airline industry and beyond. No matter the size of your business or the industry you're in – you can get results this big with Datagran.