



# Transavia: Discovery, an Acquisition Channel More Profitable than Search

**Vertical**

Travel

**Goal**

Brand activation

## Overview

Selected as Europe's best low-cost airline for its superior service, Transavia – part of the Air France-KLM group – transports more than 15 million passengers every year. The airline generates 70% of its sales from its website, recording more than 1 million unique visitors per month.

## Solution

To identify new audiences and convert them into active customers, Transavia leveraged various channels as a part of its digital strategy. Transavia collaborated with Outbrain in a two stage process to acquire new active users:

**Phase 1:** In the prospecting phase, an expansion of travel advisory pages on Outbrain's premium network were used to build an affinity audience pool.

**Phase 2:** During the conversion phase, the audience pool was retargeted with commercial offers linked to the pages they visited.

## Results

By identifying internet users' authentic areas of interests and combining that with an effective retargeting solution, Outbrain became Transavia's most profitable and efficient channel. Outbrain provided a CPA 20% cheaper than other channels activated during the retargeting phase and delivered a conversion rate of 4.4%, proving the quality audience Outbrain is able to generate.

**-20%**

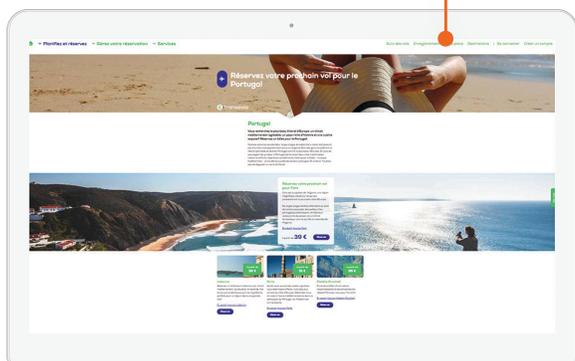
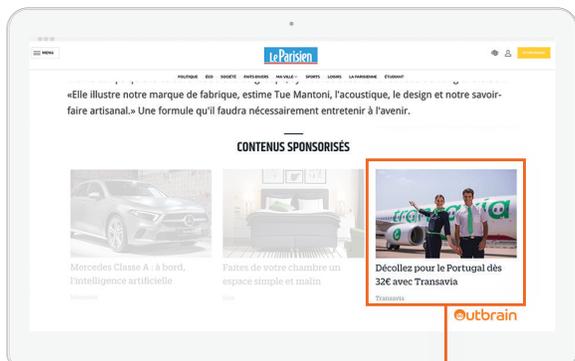
CPA vs. Other Channels

**-62.5%**

CPA vs. Target

**4.4%**

Conversion Rate



"Outbrain allowed us to work together on two objectives: creating a qualified audience pool that fed the retargeting phase, and converting visitors to the Transavia site. The A/B tests launched in the beginning and middle of the campaign on the hooks by destination, allowed us to quickly reach our performance objectives while being profitable, thanks to an optimized CPA."

– Fanny James, Online Acquisition Manager, Transavia