

LOGITRAVEL × *JustPremium*

Logitravel

Client Success Stories



The Case

Logitravel is a leading international online travel agency specialized in offering the best deals to registered users on travel packages, cruises, tours, and long-term trips. At a time when many people are planning trips for the next year, Logitravel wanted to capitalize on this in the Spanish market to display the incredible discounts they could provide those who book through them.



The Challenge

Many other brands are competing for the same viewers during the important Black Friday period, so Logitravel needed to break through the ad clutter in a very short time, as this campaign was only live for 6 days during the Black Friday/Cyber Monday long weekend in Spain.



JustPremium Solution

Creative Strategy

JustPremium accommodated Logitravel's desire for their ad to be content-rich in order to effectively entice the viewer to interact with the ad and reach the set KPIs. JustPremium knew the creative had to be attention-grabbing and unignorable in a way that was both informative and compelling. Additionally, it would be important to choose a cross-format strategy to reach as many new users as possible.

Data Strategy

As one of the largest KPIs was reaching a new Spanish audience in order to encourage sign-ups therefore it was crucial to use contextual targeting that would reach a large audience who have interest in travel or related verticals.



Format Strategy

Desktop Skin

As previously stated, Logitravel wanted to inject the creative with assets that were rich in content. In order to successfully display all the offers available, they required the large creative canvas that the Desktop Skin provides. It was uniquely suited to feature large text, visuals, and CTAs to encourage users to click.

Footer Ad

Because the creative was so content-rich with different vacation offers, users needed to have time to view and digest the message that was being presented. The Floor Ad was perfect for this as it stays in view and presents more options and content upon hover.

Mobile Skin

This format was chosen for Logitravel because it would be key in reaching customers no matter where they were or what device they were using. It provided enough space for Logitravel to “own the smartphone” with their unignorable message.



Performance Highlights

The Logitravel campaign powered by JustPremium outperformed in almost every metric that matters.

- 70% of web traffic from mobile devices and 95 new reservations came from mobile
- 87% of traffic came from new users
- Certain formats sported up to 74 seconds of Time-In-View, 2x greater than the standard average
- Over 18,182 total clicks during the Black Friday flight dates



Impressions

1,600,000

In 6 days



Viewability

90%

~30% higher than industry average



CTR

1.14%

~23x higher than industry average



Key Takeaways

Logitravel was blown away with the results of the campaign, which effectively met and exceeded their goals of bringing in new users and increasing bookings.

- Logitravel saw a direct Return On Investment as the campaign directly contributed to bookings as the prominent CTAs that encouraged reservations were followed
- The campaign effectively raised awareness for Logitravel over one of the most important sales weekends of the year by garnering over a million and a half Impressions in only 6 days
- Logitravel saw a boosted interaction from new users who made up 87% of the traffic, effectively raising the profile of the brand as desired
- The use of the Mobile Skin helped reach many more new users than would have been possible using only the desktop formats.



Hemos trabajado con ellos para la parte de branding e inspiracional y gracias a sus formatos notorios hemos alcanzado año tras año buenos resultados. Hemos obtenido una mejora en CTR de un 32% gracias a sus formatos notorios.

— Sergio Martínez, CMO at Logitravel

Customer Service:



Response Times:



Performance:



Creative Quality:



Our Travel Clients



Thank You

JustPremium