



S'ENVOLER EN TOUTE ÉLÉGANCE.
ELEGANCE IS A JOURNEY.

TEAM 13



The Team



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Business Problem



STAKEHOLDER'S PAINS

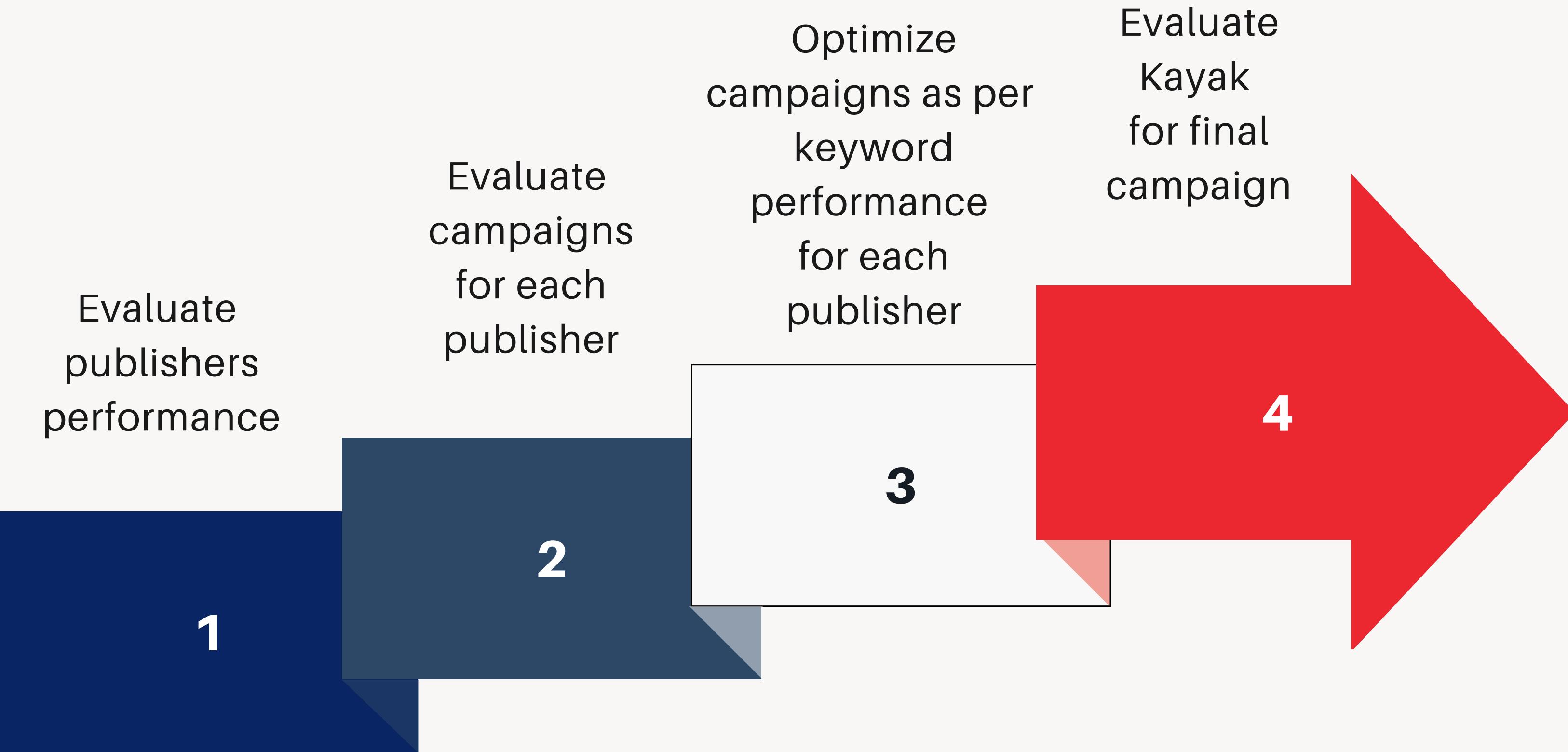
"I would like to see our campaigns be even more efficient at driving visitors to Web sites and converting them to customers while keeping click costs minimized."

-Sharon Bernstein

IN SHORT

- Analyze the current publishers
- How can we bring more people to the site
- How can we reduce the cost of campaigns

Methodology



Scoring Metrics



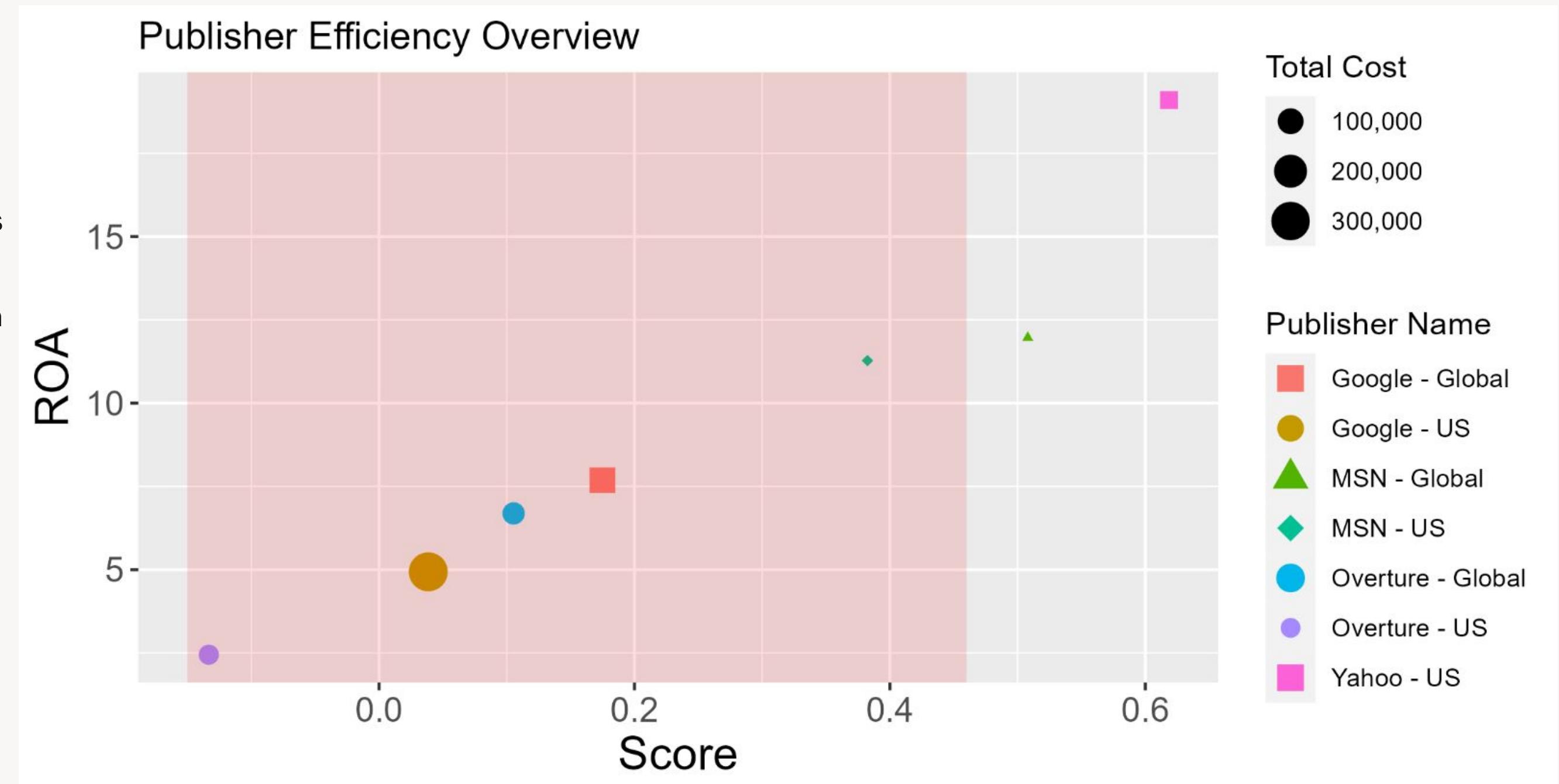
Metric	Objective	Weights	Remarks
Cost-per-click	Low	-0.20	Indicates the cost of each click
Click through rate	High	0.20	Indicates visitors to website
Total booking volume per click	High	0.25	Indicates customers
Total Cost per Total volume	Low	-0.10	Customer acquisition cost
Return on Advertising	High	0.25	Return on Advertising

By Publisher



KEY INSIGHTS

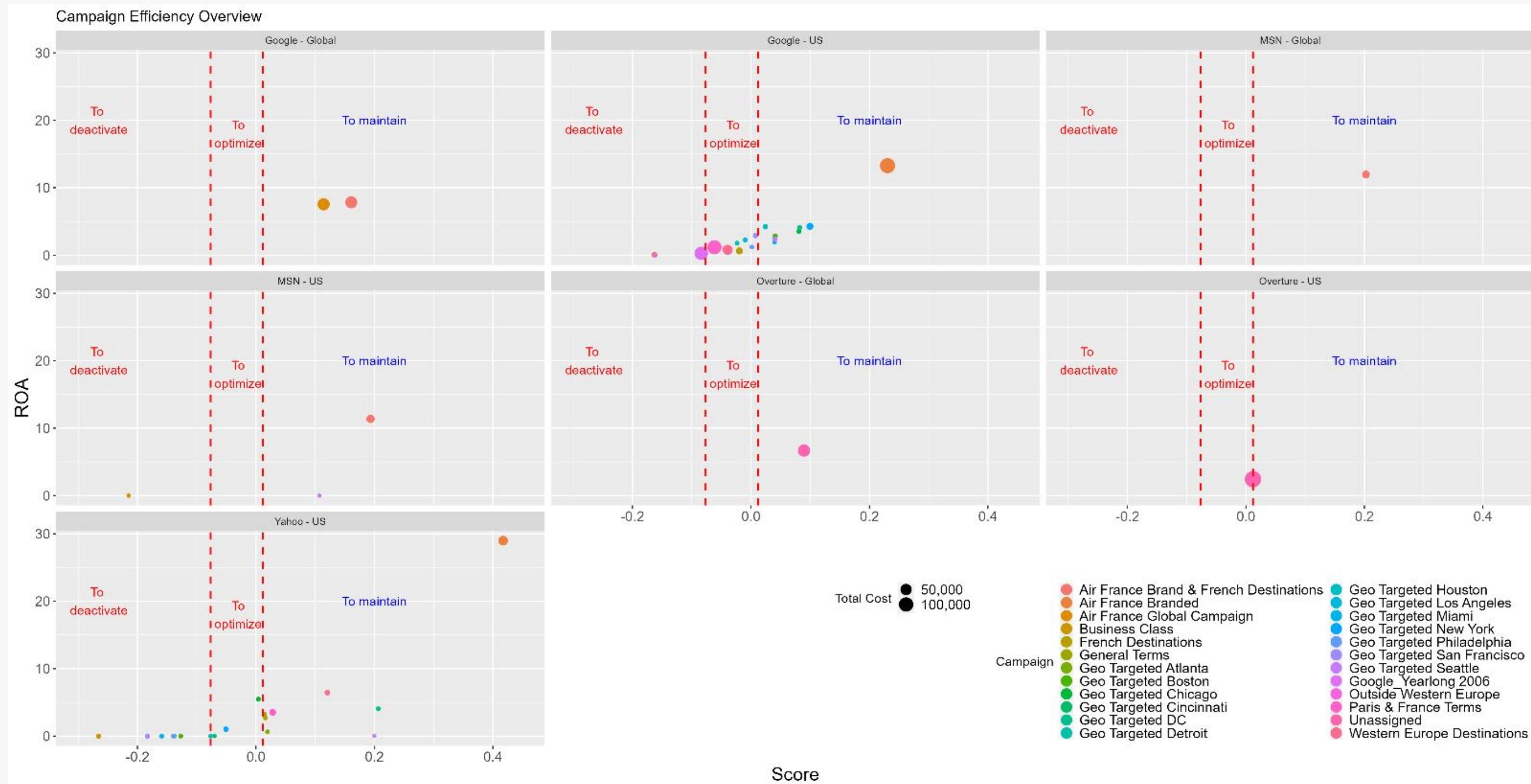
1. MSN is working well but needs more Investment
2. It is important to be present on every Publisher



By Campaigns

KEY INSIGHTS

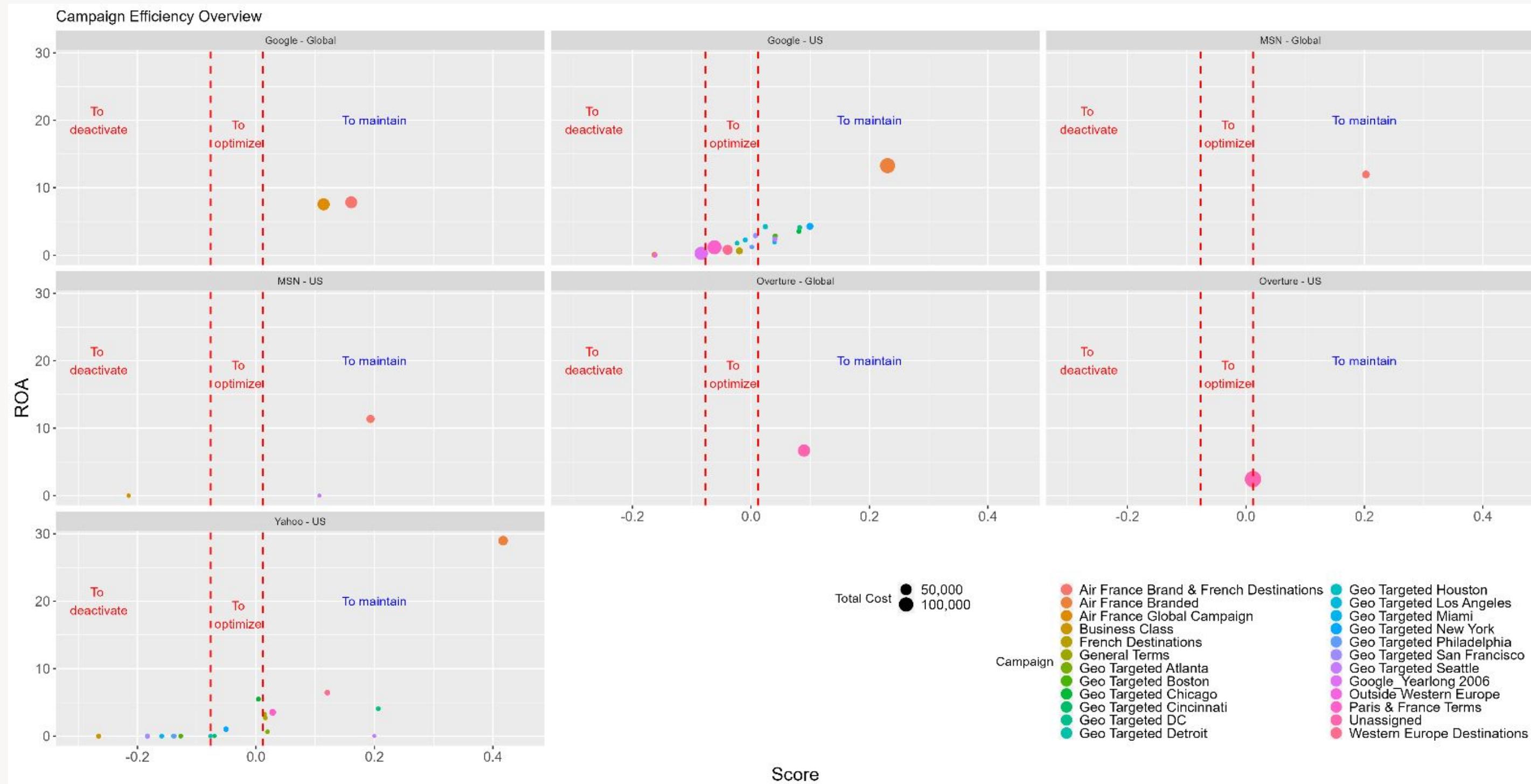
1. Branded Campaigns are working well Overall
2. Optimize those campaigns that fall in the 3rd quartile
3. Deactivate campaigns that are in the bottom quartile of our scoring matrix



By Campaigns

KEY INSIGHTS

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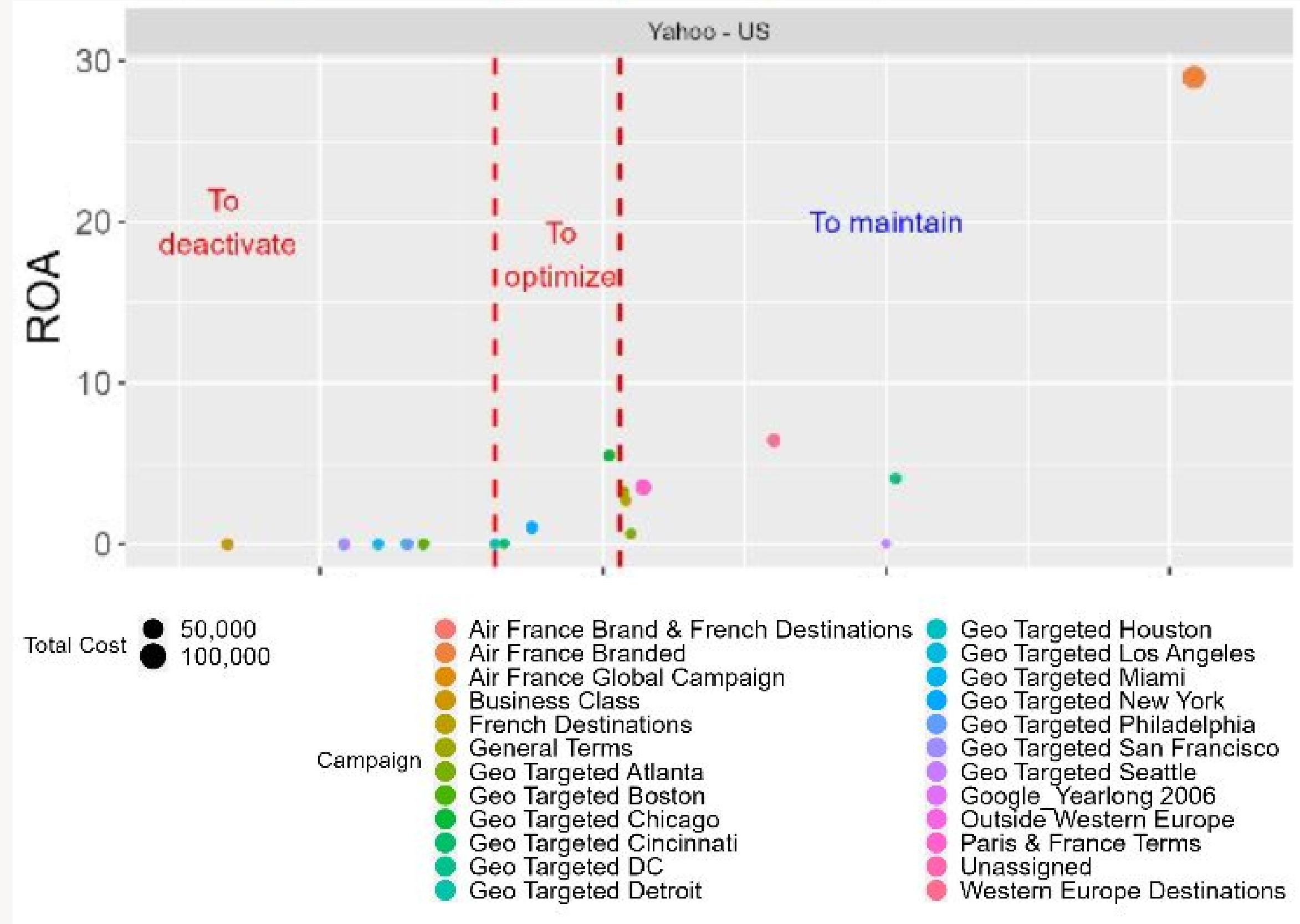


By Campaigns



WITH YAHOO

1. Yahoo is not a priority platform
2. Geo-targeted campaigns in general don't work
3. We remove the campaigns that are below the mean



KPI Improvement

CLASH OF PUBLISHERS

Comparison between the priority publishers' metrics before and after optimization

PUBLISHER METRICS BEFORE OPTIMIZATION

	Publisher Name	cost_per_click	click_thru_rate	total_booking_per_click	cus_acq_cost	ROA
1	Google - Global	1.66	4.03	1.09	151.75	7.69
2	Google - US	1.84	4.98	0.81	228.16	4.94
3	MSN - Global	1.08	8.01	1.15	94.27	11.97
4	MSN - US	1.49	6.35	1.30	114.99	11.28
5	Overture - Global	1.06	0.34	0.61	172.84	6.69
6	Overture - US	1.19	0.70	0.24	491.27	2.45
7	Yahoo - US	1.01	4.89	1.45	69.79	19.10

PUBLISHER METRICS AFTER OPTIMIZATION

	Publisher Name	cost_per_click	click_thru_rate	total_booking_per_click	cus_acq_cost	ROA
1	Google - Global	0.74	11.06	1.52	48.59	25.13
2	Google - US	1.19	4.21	1.12	106.66	10.62
3	MSN - Global	0.67	15.06	1.27	53.11	21.18
4	MSN - US	1.25	13.97	1.49	84.28	15.48
5	Overture - Global	0.66	1.62	0.95	68.92	16.24
6	Overture - US	0.79	1.62	0.51	154.70	6.91
7	Yahoo - US	0.85	10.57	1.64	51.61	25.87

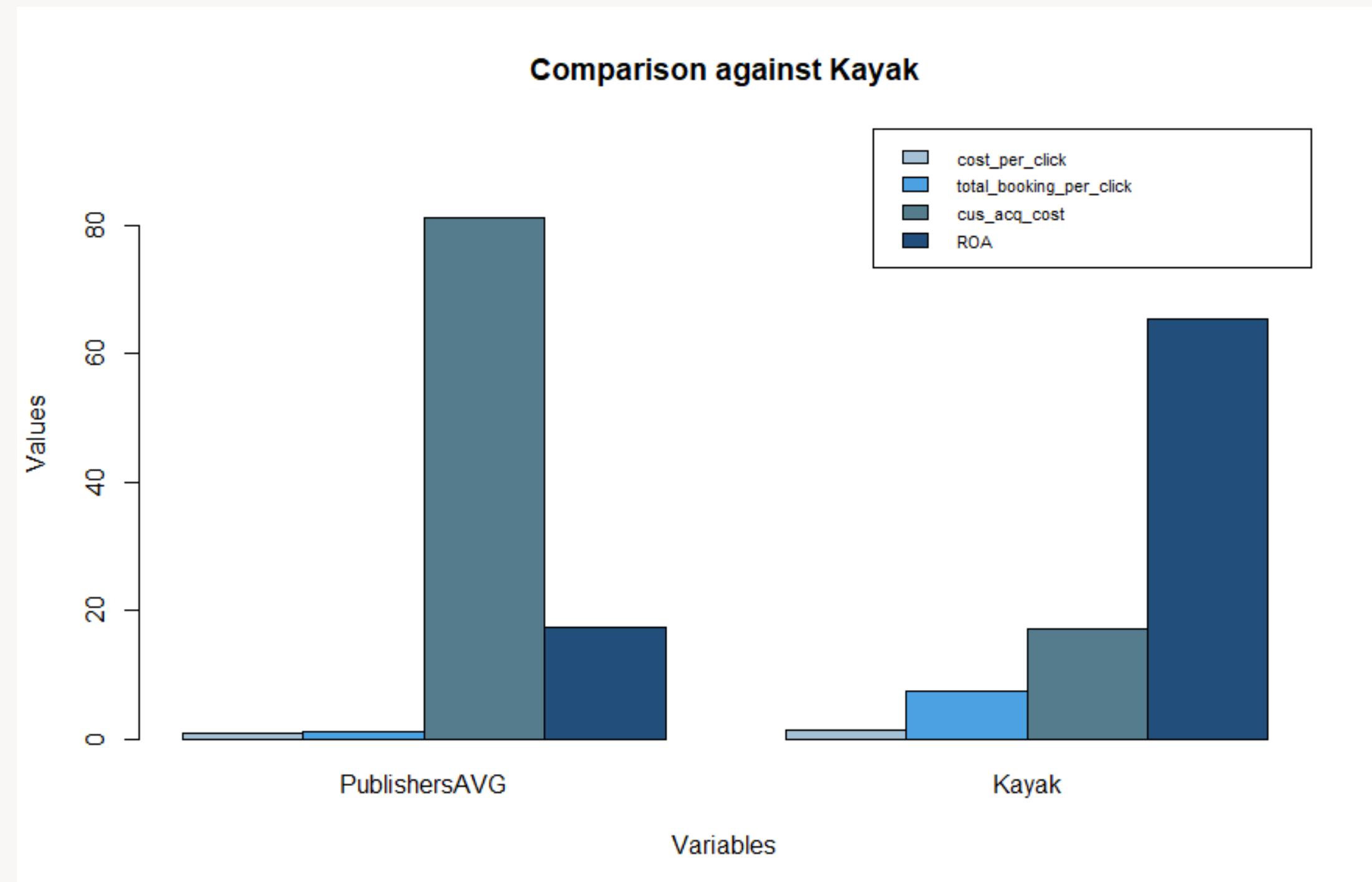
Kayak or not

K

THE ANSWER IS YES!

1. Kayak has a ROA higher than average
2. Customer acquisition cost is much lower than publishers

It is a growing publisher and also has a higher ROA than the publisher average



Conclusion



PUBLISHER LEVEL

Relocate budget into MSN

Remain present in every publisher

CAMPAIGN LEVEL

Leverage branded campaigns

Remove Geo-targeted from Yahoo and move them to Google

NEW PUBLISHER

Test new campaigns with Kayak since it is performing well compared to the KPI averages for the traditional Publishers.

A photograph of two Air France Airbus A380 aircraft flying in formation. The lead aircraft is seen from the side, showing its white body with red and blue stripes on the tail and the word "AIRFRANCE" on the fuselage. The second aircraft is partially visible behind it. They are flying over a layer of white clouds against a clear blue sky.

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THANK
YOU!