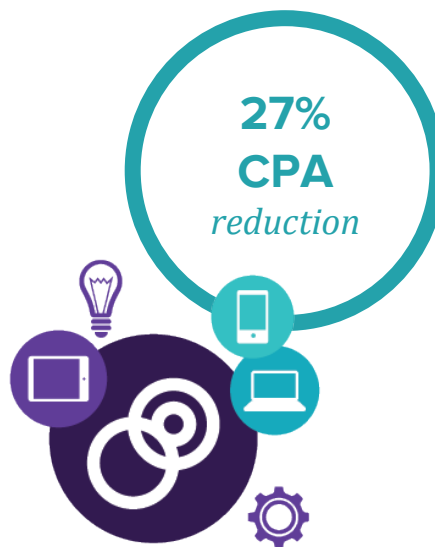




Success Stories

THOMSON



Affectiv

 Advertising People Want

Using Destination Signals to Drive Sales

SEEING A 17% INCREASE IN CONVERSIONS

CLIENT OBJECTIVES

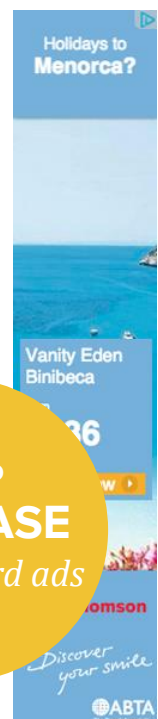
A top holiday operator was looking for a campaign that would help them stand out in a crowded travel market place. Affectv were tasked with seeking out new and relevant customers for the brand and engaging with them at the moment they are ready to travel. Affectv drove quality customers to the client's site, generated a significant number of holiday package sales and achieved a significant CPA result.

OUR APPROACH

Drive holiday package sales.
Find an audience which has shown an intent to travel.
Attain a CPA of £30

AFFECTV INSIGHTS

- People were interested in home improvement, suggesting they are homeowners.
- Beach and island as well as 'Winter Sun' holidays are key signals shared by consumers.
- Individuals are multi device users with 15% making their purchases via tablet.



**21 %
INCREASE**
vs standard ads

TESTIMONIAL

"Affectv's SignalAds Select solution was a brilliant and unique approach to the brief. It allowed us to differentiate Thomson by addressing new customers at scale with an offering tailored to their expectations. Delivering the right destination to the right individual in real time led to great results."