



Success Stories

THOMAS COOK



Affectiv

 Advertising People Want

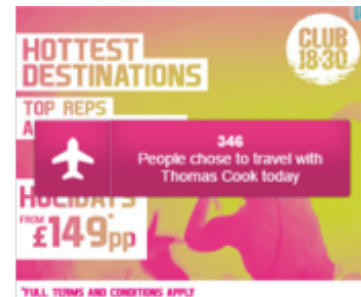
Reaching consumers who had never visited the Thomas Cook site
BY USING DESTINATION SIGNALS TO DRIVE SALES

CLIENT OBJECTIVES

As part of their 18s-30s campaign, Thomas Cook wanted to reach groups of friends interested in 18-30s holidays

AFFECTV APPROACH

- By running a SignalAd Overlay campaign, Thomas Cook were able to reach consumers who not only had never visited the Thomas Cook site but also showed a strong interest in short haul flights and required low cost flights
- By targeting the right users based on their search, browse and share signals, Affectv were able to deliver a £100 CPA against a £175 target.



**£100
CPA**
delivered