

# Yahoo! Display Advertising

## Driving results never takes a holiday.

At Yahoo!, we've long been fans of delivering integrated search and display campaigns. And we've got plenty of research on it that'll make you a fan, too. So when Sykes Cottages - a long-time Yahoo! Search advertiser - wanted to see how the Art of display advertising could impact their bottom line, Yahoo! delivered the Science and Scale to make sure their campaign was as safe as (holiday) houses.

### What did Sykes Cottages want to do?

Appreciating that search makes up only a part of a Yahoo! users online day, and inspired by a Yahoo! Search in Focus event, Sykes Cottages wanted to understand the ROI of investing in brand-led display advertising. Bold, clear goals marked a good starting point as the brand looked to extend their marketing activities into display:

- Increase number of property owner registrations on the Sykes Cottages site
- Increase number of holiday-maker registrations/bookings on the site

An initial campaign burst targeted property owners across Yahoo!'s rich content relevant areas including **Real Estate** and **Finance**, both on the UK site and IP targeted inventory on yahoo.com. **Age targeting** ensured the important 55+ segment was exposed to the campaign and run-of-site **Behavioural Targeting** made a compelling connection between brand and audience; **'Investment'** and **'Golf'** segments used to capture mindsets typical of the existing Sykes Cottages property owner.

A second burst of activity targeted holiday makers and again Yahoo! was able to deliver the right message to the right audience. **Travel** placements captured the browsers, daydreamers and researchers, **age targeting** ensured the 35+ female heads of household saw the campaign and **Behavioural Targeting** in the **Travel** sub-categories of **'Vacations'** and **'Destinations'** brought the campaign to users who were highly engaged with holiday planning. Once the campaign flights were live, Yahoo! worked to optimise activity to placements and formats that were delivering the highest click-thru rates.

### The Results

Dont take our word for it.

“We didn't want to be solely reliant on the Yahoo! Search Network. We wanted to attract visitors to our website from other online sources. Most people go online to visit their favourite websites and often they don't search for anything online. We wanted these people to still see our ads and have an opportunity to click through to our site.”



“Our overall number of conversions increased by between 5%-12.5% while the banners were running. The CPA was lower than our historical average, falling by around 5%.”

Mark Bissoni  
Online Marketing Executive  
Sykes Cottages

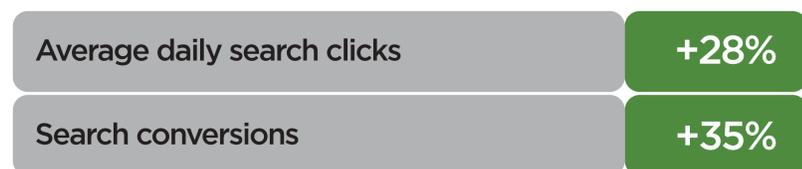
### The Solution

Yahoo! needed to use the science of targeting to help Sykes Cottages reach its target audiences:

- Property owners
- Holiday makers
- Men 55+
- Women 35+

The Yahoo! Sales team set about delivering a targeted, guaranteed inventory campaign that included all of Sykes Cottages' requirements, down to the smallest detail.

And for Search and Display working in tandem for Sykes Cottages?



To learn more about how Yahoo!'s Science, Art and Scale can make your Search and Display activity work harder, call us on 020 7131 1093.

### Art in Action

Display advertising was an untapped source of revenue for Sykes Cottages.

