



Smart Ads Drives Mass Appeal for Travel Advertisers on Yahoo! Homepage

The Challenge

A leading online travel site wanted to boost brand awareness by engaging users as individuals at scale.

The Solution

Tapping into the power of Smart Ads and the unparalleled reach of over 31 million U.S. users daily on the Yahoo! Homepage, the travel site launched its campaign in Q2 2012.

Smart Ads leveraged Yahoo! user data and served travel ads personalized in real-time to each Homepage user. Ads featured the most relevant deals in top performing cities with the lowest 3-4 star hotel prices based on the current promotional rates from the advertiser's site.



The Results

.20%

CTR

The campaign exceeded advertiser expectations and delivered a strong CTR. The advertiser noted that the Smart Ads campaign drove more searches and bookings than their standard display campaigns.