



Soaring Above the Competition with Personalized Retargeting for Travel

The Challenge

Top provider of consumer-direct travel services wanted to increase online bookings for hotel, flight and cruise deals through new user acquisition.

The Solution

In January 2012, the leading travel company used Yahoo! Personalized Retargeting to launch their retargeting campaign. New site visitors who had previously been on the advertiser's website were retargeted with great success across the internet with dynamically personalized ad creative.

Instead of a generic "come back to us" message, users were served engaging ads that featured relevant locations, deals, travel times and imagery relevant to what the user had recently viewed.



The Results

150%

ROI

\$11.30

eCPM

Yahoo! Personalized Retargeting helped this leading travel advertiser to extend the reach of their campaign and turn prospects into customers.