



20 times increase in click-to-conversion and 331% increase in RoI with Integrated Targeting compared to Run-of-Site.

Background: FDM Travel is one of the leading travel agencies in Denmark and also one of the most sophisticated users of search engine marketing (SEM) and optimization (SEO). Like other serious users of these marketing technologies FDM Travel is starting to experience scalability issues with SEM/SEO, which prompted the e-commerce director Brian Andersen to start looking at other forms of online marketing. Brian turned to online display advertising but approached it with the same level of professionalism and ambition as SEM/SEO.

The FDM Travel / wunderloop partnership

Together with wunderloop Brian deployed a targeting solution, which tracks user behaviour on the FDM Travel site and utilizes these learnings to place targeted retention marketing messages in front of users when they leave his site without buying.

In this case three campaigns were run across several sites in the Danish market:

- One was a contextual buy on travel sites
- One was Run-of-Site (RoS) on non-travel sites
- One was targeted using wunderloop's targeted online ad exchange connect.

The benefits to FDM Travel

The click-through rate of the behaviourally targeted campaign was in the first instance not overwhelming: Unique CTR was around 0,75 %. This is comparable to results on the contextual campaign running on travel sites.

However, when digging deeper into the numbers, the following discoveries were made:

- The RoS campaign needed 2000 clicks to generate one conversion
- The targeted campaign needed 100 clicks to generate one conversion

This made the results from Integrated Targeting comparable to those generated through SEM/SEO! Additionally, the increase in RoI on the targeted campaign was 331 % compared to the RoS campaign. The RoI of the contextual campaign could not be measured, as its conversions were not tracked.

It works because it's wunderloop



"For me the important KPI is conversion – getting sales! wunderloop's behavioral targeting technology is the only form of display advertising I have seen so far that produces the click-to-conversion rates I need to get the right RoI."

Brian Andersen
e-commerce director, FDM Travel