

SUCCESS STORY

Interjet

Dynamic re-engagement with travelers

CLIENT

Interjet is one of the first low cost airlines in Mexico, founded in 2005. It claims to offer the most extensive domestic network across 52 destinations, 37 national and 15 international.



27,444
PURCHASES

X3
CPA REDUCTION

OBJECTIVE

The main objective of the client was to drive sales from people who had already shown an interest in them from visiting their website.

STRATEGY

Interjet was experiencing an increased level shopping cart abandonment on its website; visitors would proceed down the path to purchase and not follow through on buying a ticket.

Adglow decided that Facebook Dynamic Product Ads (DPA) should be used to target users with perfectly timed ads which were based on past actions (or inactions) on Interjet's website.

Using a Facebook pixel, Adglow was able to retarget visitors with ads related to flights in which they'd shown an interest before. Adglow based its strategy on precise re-targeting and an effective use of visitor intent data.

To further improve the conversion rate, Adglow also implemented a second targeting strategy with Lookalike Audiences from Interjet's previous months DPA campaigns.

The combination of both strategies throughout the campaign which ran for a month led to a reduction in the cost per acquisition and increasing the number of completed purchases.



"Inspiration is the key for passengers to discover new destinations. Adglow enabled us to interact with users as never before. Thanks to them we were able to create unique stories and experiences."

David Merel Social Media Manager at Interjet