

Captivate Advertising Drives Web Visits & Purchase for Online Travel Website

Case Study

Challenge

Increase brand awareness and educate a target audience of Business Travelers about a leading Online Travel brand's nationwide presence and rewards program



Captivate Solution

Captivate was the right fit for the campaign due to its strong presence in office buildings in major US markets and ability to effectively reach Business Travelers

- Reaches more than 500K Business Travelers
- Reaches more than 100K Frequent Business Travelers

To increase the 12-week campaign's effectiveness, the leading Online Travel brand sponsored Captivate's 'Travel' content

Results

Impressive awareness and consideration results:

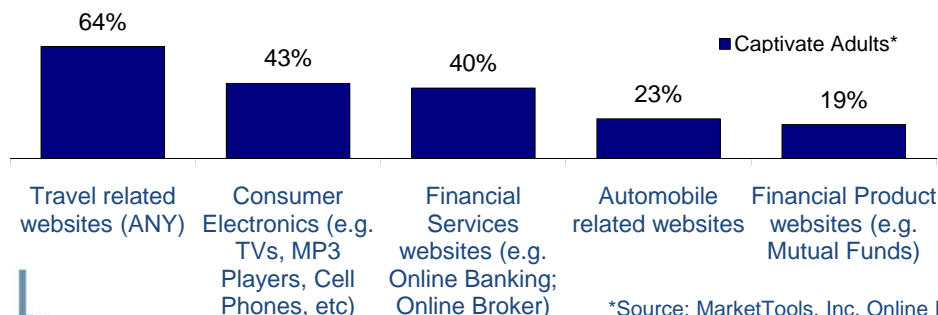
- 65% of Business Travelers recalled the ad
- Over 50% of those that saw the ad on Captivate said the ad was effective in increasing their interest in the product

Strong drive-to-web traffic & bookings as a result of the ad on Captivate:

- 35% of Captivate viewers visited the advertised website
 - **6% booked** their next travel with the advertised brand
- 40% of Business Travelers visited the advertised website
 - **8% booked** their next travel with the advertised brand

Close to 100,000 website visits to book travel with the advertised brand

Captivate Viewers Spend Personal Time Online at Work



*Source: MarketTools, Inc. Online Panel, Jan 2010

Source: Market Tools Inc., Captivate Online Panel Study Sept 2010

