

## LOTAME CASE STUDY

AUDIENCE OPTIMIZER | Evolve Your Perfect Audience Into Perfect Audiences

# Travel Campaign Performance Soars with Lotame Audience Optimizer

## CLIENT CHALLENGE



Dotdash.com wanted to increase the click-through rate (CTR) of a digital ad campaign for their largest tour operator travel client in the most cost-efficient way possible. The campaign's original targeting requirements included both behavioral and contextual strategies. Overall, Dotdash.com was hoping to reach the right audience at the right cost.

## LOTAME SOLUTION



### AUDIENCE OPTIMIZER FOR LOOKALIKE MODELING

Dotdash.com used Audience Optimizer to identify the profiles of those most likely to click on the campaign and purchase tickets on their website, and find more of those users.



### AUDIENCE OPTIMIZER FOR CAMPAIGN PERFORMANCE

Audience Optimizer then narrowed down the audience target of the campaign to reduce ad waste, focusing the advertising on those most likely to convert.

Want similar results for your business? Get in touch!

[info@lotame.com](mailto:info@lotame.com) [lotame.com](https://lotame.com)



84%

CTR



50%

CPU

## REAL RESULTS

- ✓ 84% Increase in CTR (from 0.26% to 0.48%).
- ✓ 50% Decrease in cost per unique user (CPU) to \$0.02.
- ✓ Overall, Dotdash.com delivered a successful campaign by increasing engagement while decreasing cost per user for their advertiser.

