criteo | CheapOair®

CheapOair boosts iPhone sales 277% by supercharging their in-app efficiency and scale with Criteo

The results

▲ **+277%**
increase in sales

▲ **+356%**
increase in order value

▲ **+199%**
increase in ROAS

▼ **-56%**
decrease in cost per order

CheapOair is one of the most popular travel websites and is consistently ranked among the top five online travel agencies by Experian Hitwise. The company uses innovative technology and strong supplier relationships to scan 450+ airlines in seconds, returning to its users guaranteed best prices on flights, hotel reservations, car rentals and vacation packages worldwide.

"We were very impressed with the results of our in-app campaign with Criteo. The sophistication of their platform and depth of publisher relationships helped to deliver both the efficiency and scale we needed."

— Brijen Rajput
   SVP of Online Marketing, CheapOair

The challenge

CheapOair has partnered with Criteo to power its performance advertising for more than three years. To sustain its leading position in the highly competitive discounted travel segment, the company remains focused on staying in front of travel buyers during critical moments throughout the purchase process. Increasingly, this requires reaching and converting consumers in-app on their mobile devices.

The solution

By taking full advantage of Criteo's expanding in-app advertising capabilities and reach, CheapOair has continually improved both the efficiency and scale of its mobile performance marketing efforts.

The latest release of Criteo's sophisticated optimization Engine enables Criteo to automatically detect which of CheapOair's in-app users are most likely to make a purchase, and bid appropriately for these consumers as they browse other apps on their smartphones. The Criteo Engine automatically optimizes CheapOair's in-app campaign according to a user's likelihood to convert, and the total customer value, before serving a dynamic ad that's customized based on the users previous in-app browsing behavior.

In addition to implementing new engine enhancements, CheapOair was also able to capitalize on the rapid expansion of Criteo's in-app inventory pool across leading exchanges and publishers to boost the scale of their campaign.

The results

In the two months after expanding its in-app reach and implementing Criteo's latest Engine enhancements, CheapOair saw the following results for the iPhone platform alone:

- +277% increase in sales

- +356% increase in order value

- +199% increase in ROAS

- 56% decrease in cost per order
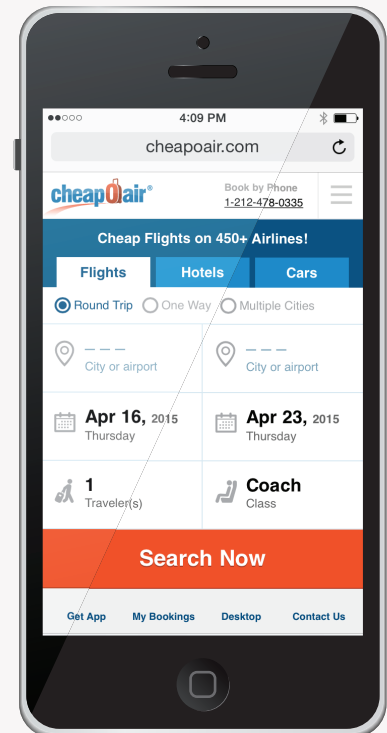
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