

# Success Story



## Major European Airline achieves higher revenue on bookings by launching Dynamic Ads for Travel with Adphorus

The major European flagship airline has flights to 110 destinations around the world. They came to Adphorus because they were interested in optimizing their revenue with Facebook's Dynamic Ads for Travel.

### Goal

The airline was looking for the right Facebook marketing partner to launch Dynamic Ads for Travel and maximize ROAS.

### Challenge

They had not previously worked with a marketing partner and did not have the technical know-how to launch DAT. The airline wanted to test Adphorus' DAT solutions against an alternate management tool. They were interested in driving purchases and maximizing their revenue on flight bookings.

### Solution

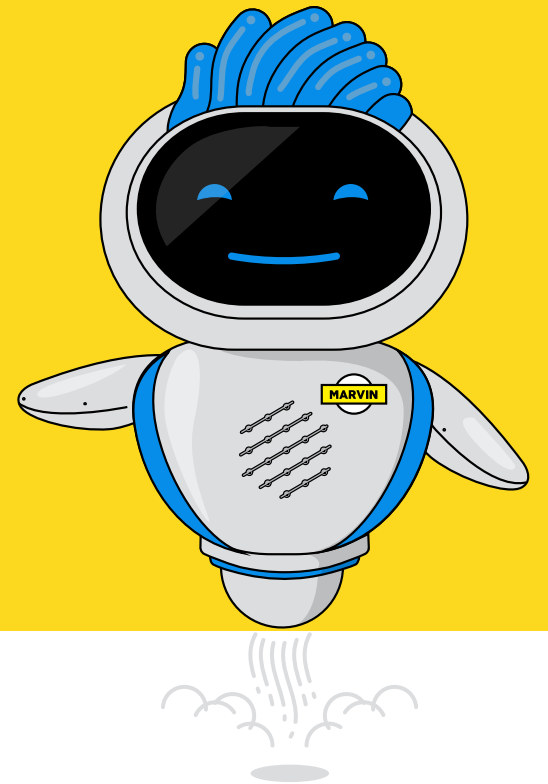
Adphorus' Customer Success and Data Science teams partnered with the client's Performance team to devise the optimal structure for their DAT campaigns. Marvin's bid and budget optimization\* was activated on the campaign and Marvin was set to optimize for revenue. Shortly after the campaigns went live, Adphorus' campaign structure was replicated on the alternate tool. The test ran for 1 month, and the following metrics were tracked according to Facebook's default attribution window: Spend, Revenue, Purchases, and ROAS.

# Optimization by Marvin

## Bid Management and Budget Allocation

**Bid Management:** Marvin determines the optimum bid for each Ad Set.

**Budget Allocation:** Marvin distributes your campaign's budget among Ad Sets by prioritizing the better performing ones.



# Results

Adphorus was focused on sustainable performance, generating more purchases and higher total revenue each week, over the course of the test period. The airline was able to spend the allocated budget for the campaigns on Adphorus, bringing in a 10% higher revenue than the alternate tool.

**+6%**

Number of  
Purchases

**+10%**

Total Revenue

**+6%**

ROAS