

# HOTEL & DESTINATION

Large number of ads with dynamic data



## GOAL

Travel Portal is one of Czech Republic's largest online travel agencies and their summer-campaign for last-minute travels was of great importance. The goal was to create ads that automatically fetched dynamic data, showing live pricing information for a large number of destinations and hotels. Travel Portal also needed the possibility to quickly create multiple ads in various sizes, and wanted innovative ad formats that would increase customer engagement.



## OUTCOME

**Travel Portal beat their own record thanks to the campaign!**

The campaign was a great success thanks to the innovative technical capabilities of ACM that allowed TravelPortal.cz to display the live pricing through an online xml feed. ACM also made it easy for the campaign to follow the strict TravelPortal.cz brand guidelines.

Primarily the ads from ACM were planned for a prospecting phase but were soon used in PPC remarketing campaigns as well. Travel Portal's 'last-minute' summercampaign managed to beat their all-time sales record with more than **20%** that year.



## QUOTE

"Adssets allowed us to quickly create an innovative dynamic ad campaign for the crucial last minute season. We appreciated its ability to display the ever-changing prices through an online xml feed. In comparison with default remarketing PPC campaign templates of a publisher, Adssets ACM ads helped us decrease CPO by incredible 46%!"

- Radek Holický, Head of Digital, Travel Portal

