

The campaign delivered a
100%
increase in conversions
for lastminute.com*

Audience targeting adds extra lift for lastminute good stuff

Adding Microsoft Advertising's audience targeting capabilities to lastminute.com's high-impact branded media campaign on MSN ensured that consumers went further when it came to snapping up late travel and lifestyle offers. The combination of branded buy with audience targeting resulted in an **additional 2.27m pages** viewed on lastminute.com, **30,000 additional searches** for lastminute related terms and an incredible **6,300 additional conversions**.

*Versus those not exposed to the campaign



lastminute.com



Key Facts

Client: lastminute.com

Agency: Manning Gottlieb OMD

Objectives:

- Drive awareness of lastminute.com's 'lastminute good stuff' campaign
- Increase traffic to the lastminute.com website
- Drive booking rates
- Build brand favourability for lastminute.com

Target audience:

- Consumers keen to make the most of their free time by doing as much 'good stuff' as possible

Products used:

- Channel takeovers of MSN Life & Style, MSN Entertainment and MSN Travel for the branded media buy
- Behavioural Targeting and Re-messaging for the audience targeting buy



lastminute.com – Travel



Creative Solution

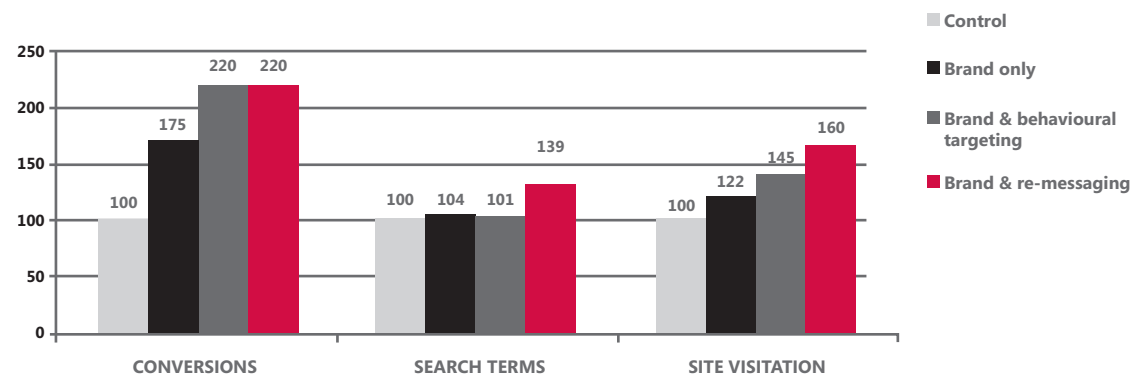
Every Thursday during the campaign, visitors to the MSN Travel, MSN Entertainment and MSN Life & Style channels encountered a lastminute.com channel takeover. Windows Live Hotmail users saw high-impact brand placements delivering the message that great offers were available over the next 24 hours with rich media MPU's counting down the hours, minutes and seconds remaining for 'lastminute good stuff' as part of the creative. The branded media buy delivered mass reach and exposure. Audience targeting was then used to increase frequency and drive response amongst the campaign's target audience by delivering 'lastminute good stuff' to relevant consumers across the full range of Microsoft's owned and operated network. Re-messaging delivered follow-up ads to drive conversions amongst users who had interacted with rich media executions or visited the lastminute.com site. Behavioural targeting delivered ads to consumers searching for late travel deals or showing other propensities to travel and lifestyle messaging.

Research Methodology

Microsoft Advertising partnered with comScore to test the hypothesis that combining brand and audience targeting increases campaign effectiveness, and to measure the impact on key objectives. The research used behavioural tracking (using

“Combining targeting with brand placements increased the campaign’s effectiveness in several areas, including conversions”

Daniel Daly, Travel Marketing Manager, lastminute.com



comScore’s panel of around 87,000 people) and attitudinal surveys. Passive measurement continued for 4 weeks following initial exposure to the campaign.

Key Results

The campaign **reached 4.7 million UK users aged over 15** (12% of the online population). Overall, it delivered an **additional 2.27m pages viewed** on lastminute.com, **30,000 additional searches** for lastminute related terms and an incredible **6,300 additional conversions**. Converters exposed to the campaign made **1.7 purchases on average**, versus 1.4 for those not exposed.

The campaign also increased engagement metrics:

| | Control | Exposed |
|-----------------|---------|---------|
| Site visitation | 6.6% | 9.2% |
| Pages viewed | 13.4 | 14.8 |
| Minutes | 2.8 | 3.6 |

Using different types of audience targeting increased actual measurable returns even further:

- Brand and behaviourally targeted users were 45% more likely to visit lastminute.com and over twice as likely to convert than brand-only exposed users.
- Brand and re-messaged users were 60% more likely to visit lastminute.com, 39% more likely to search on a branded

keyword and over twice as likely to convert.

Exposure increased brand perceptions too: overall opinion of lastminute.com up 3 percentage points, likelihood to recommend up 7 percentage points and likelihood to convert up 5 percentage points.

Summary

Adding audience targeting to the brand campaign delivered greater effectiveness in both behavioural and brand metrics. Users who had been exposed to the campaign searched for key terms more often, stayed for longer on lastminute.com, viewed more pages and made more purchases.