

Sol Melia Case Study

Category: Travel

Delivery: Display Advertising with Behavioral Targeting

Objective: Registrations and Bookings

Sol Melia Case Study

- **Challenge**

- World Media, Inc. approached ValueClick Media to drive qualified users to the Sol Melia site and maximize ROI.
- Sol Melia is an international resort chain with properties in 30 countries.

- **Strategy**

- A ValueClick Media Behavioral Targeting campaign was implemented with user re-targeting and conversion tracking.
- Tracking pixels were placed on the Sol Melia home page as well as the confirmation page as users booked a vacation.
- As users visited the site, those who did not book a vacation were identified and later re-targeted with customized advertising as they browsed any of 13,500 sites on the ValueClick Media network.

- **Results**

- Conversion rate increased 101% (1.93% URT vs. 0.96% RON).
- Campaign also generated 1,301 new registered users, 134 Rewards Package sign-ups and 113 newsletter sign-ups.
- The campaign has been renewed for another three months.
- Client has stated: "ValueClick Media's Behavioral Targeting program has consistently hit our ROI goals by identifying those who have shown interest in Sol Melia, and actively re-targeting to only those who have not yet made a booking."

Campaign Results

- Creative: banners (120x600, 160x600, 300x250, 468x60 and 728x90)
- 101% increase in conversion rates
- 1,301 new user sign-ups
- The campaign has been renewed for another three months.



Contact Information

<http://www.valueclickmedia.com>

877.825.8323

Los Angeles (Headquarters)
30699 Russell Ranch Rd., Ste. 250
Westlake Village, CA 91362
818.575.4500

Santa Barbara
360 Olive St.
Santa Barbara, CA 93101
805.568.5334

New York
150 E. 52nd St., 14th Floor
New York, NY 10022
212.471.9600

Chicago
30 S. Wacker Dr., Ste. 2200
Chicago, IL 60606
312.466.7512

San Francisco
177 Steuart St., 6th Floor
San Francisco, CA 94105
415.293.1800

Westwood
10960 Wilshire Blvd., Ste. 940
Westwood, CA 90024
805.568.5334