

# Case Study



## 2015 VS 2016



### CLIENT PROFILE

AdsVisers is a digital marketing agency from France specialized in online traffic acquisition, helping online merchants with their visibility and performance on the Web. The client on which this case study is based on is a leading European online travel agency.

### ADCORE OBJECTIVE

The travel industry is characterized by its seasonality and ever-changing offers, with external factors that affect directly the business, making it a challenging industry to marketers. On top of that, AdsVisers account managers had an extra challenge which was to create 150+ campaigns at once to advertise hundreds of products in multiple languages. They needed to promote all the website's products in an easy, fast and efficient way, ensuring that all campaigns reflected the current stock.

### ADCORE SOLUTION

The performance of Q1 2016, compared to Q1 2015, was extremely effective. The conversion rate increased 56%, while the CPA (Cost Per Acquisition) decreased 43.5% and the cost dropped by 15%. The key to these outstanding results is Adcore's dynamic campaign Creation tool, which creates within seconds thousands of ad groups with keywords and ads. The campaigns are dynamically updated with the latest data from the client's website; such as stock and price changes, ensuring that the campaigns are not advertising products that are currently not available or with outdated prices.



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