

Case Study



CLIENT PROFILE

Blik.co.il is a tech-savvy online travel agency that offers smart technology-based interface to find and purchase online vacation package deals, flights and other travel products. Together with Adcore for the last 8 years, Blik goal is to keep high yearly growth in business and market share.

THE CHALLENGE

Customers behavior in the travel industry is characterized with a long research process which includes over 150 digital touch points and 75 days research period from planning to booking. In addition, we have seen an increase in competition in the Israeli market, causing Google Search to become more competitive. Blik was faced with the challenge to change the user behavior, help them shorten their travel research journey and grow their brand awareness.

After conducting a client behavior research, the most common reason for the long customer journey was related to the price: either a new deal will come up or the deal price will go down. Therefore, this is the pre-assumption we have decided to change.

THE APPROACH

Once we understood the challenge, together with our creative team we have produced series of videos, all focusing on the message of "what do you think? Price will go down? Go ahead and book now. By doing so, creating a sense of urgency and reassurance that they have already found the best deal available, thus shortening the funnel.

THE CREATIVE

From our experience in search advertising and dynamic display advertising, we understand the importance of the accuracy of message to the right audience. So how can we be accurate for so many audiences and yet stand within our production budget?

The solution was to create two videos that are split between beach holiday and city break.

In addition, within each video a different destination will be mentioned, matching between the clients' top destinations and the relevant audiences.

Lastly, For A/B testing and optimization, videos have been edited in 3 lengths:

Long version (47 sec), Medium version (31 Sec) and short bumper ad version (6 sec).

COMPANION CREATIVES

To continue the message outside of YouTube, companion banners have been created and used for remarketing using DV360 and Google Display Advertising.

THE STRATEGY

Accurate measurement and optimization is crucial for us. Therefore, we have created a dedicated account under the clients MCC.

TRACKING AND OPTIMIZATION

To make sure we measure and optimize the entire funnel, four types of conversions have been tracked: Website Visits (clicks), Search Page Results, Add To Cart & Purchase – tracking all way through from clicks to micro conversions of website actions and add to cart, and finally purchase.

Bidding was set to Website Visit conversions, in order to maximize the number of website visits.

DEVICES

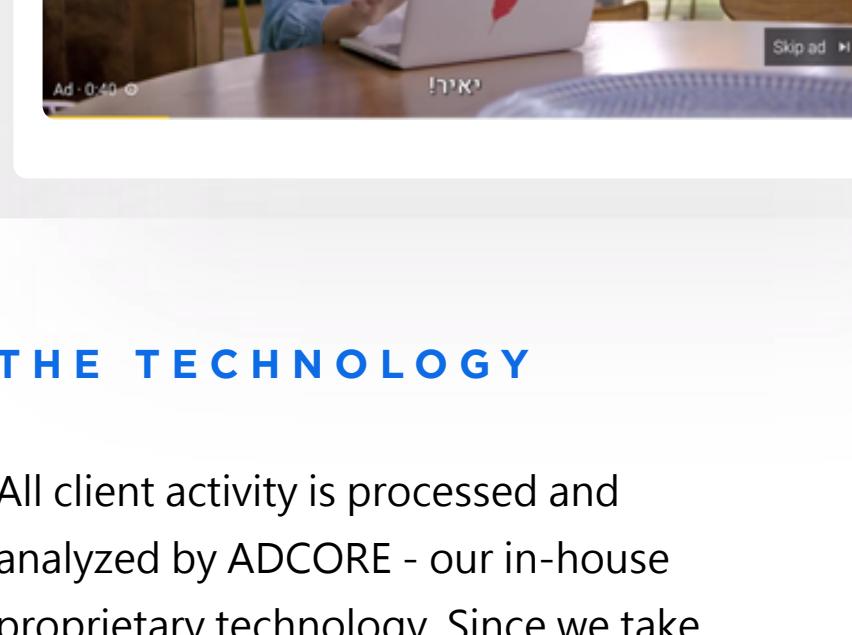
Users and campaigns behave differently in different devices. Therefore campaigns have been split to desktop and mobile. Also since we aim for website clicks, TV have been targeted in different campaigns as well.

AUDIENCES

We have targeted all the relevant audiences to make sure we get the highest possible impression to our target audience: Remarketing, In-Market, Custom Intent of relevant search

YOUTUBE 4 ACTION SUCCESS STORY!

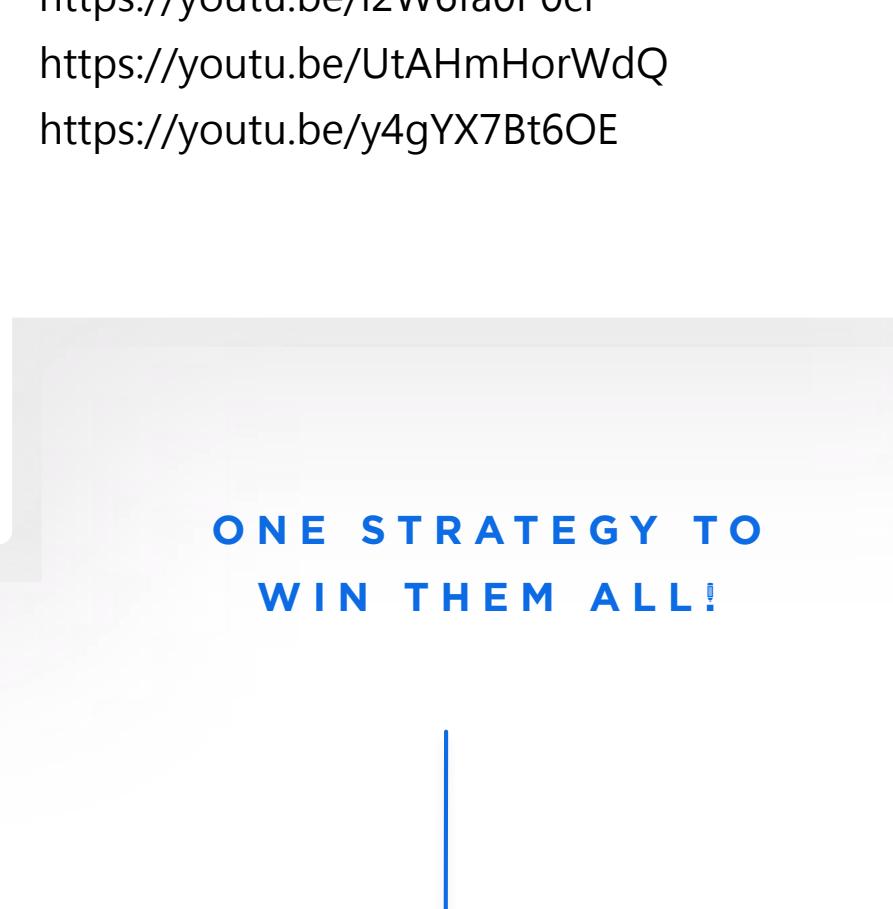
This is How We Increased Brand Awareness, Brand Preference and Sales All in One



THE TECHNOLOGY

All client activity is processed and analyzed by ADCORE - our in-house proprietary technology. Since we take into consideration factors such as supply, demand and market trends, optimization towards direct ROI is not always relevant. Using our technology helped us to refine and segment our campaign goals, structure and audiences in a more accurate manner.

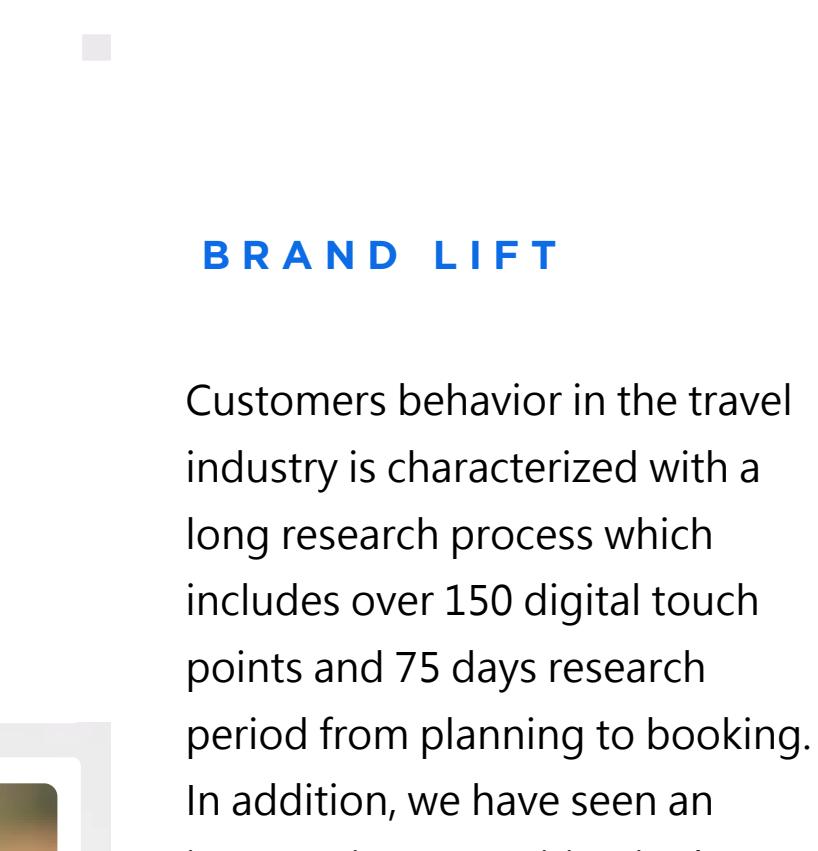
GREAT CAMPAIGNS BEGIN WITH GREAT CREATIVES



EXAMPLE VIDEOS

<https://youtu.be/l2W6fa0P0cI>
<https://youtu.be/UtAHmHorWdQ>
<https://youtu.be/y4gYX7Bt6OE>

ONE STRATEGY TO WIN THEM ALL!



BRAND LIFT

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ASAF DANIEL, BLIK CEO

"Our YouTube strategy have showed us the importance of knowing who your audience is and 360 marketing approach. The combination of search, Display and Now YouTube have led us to an increment growth in sales And reach our growth goals"