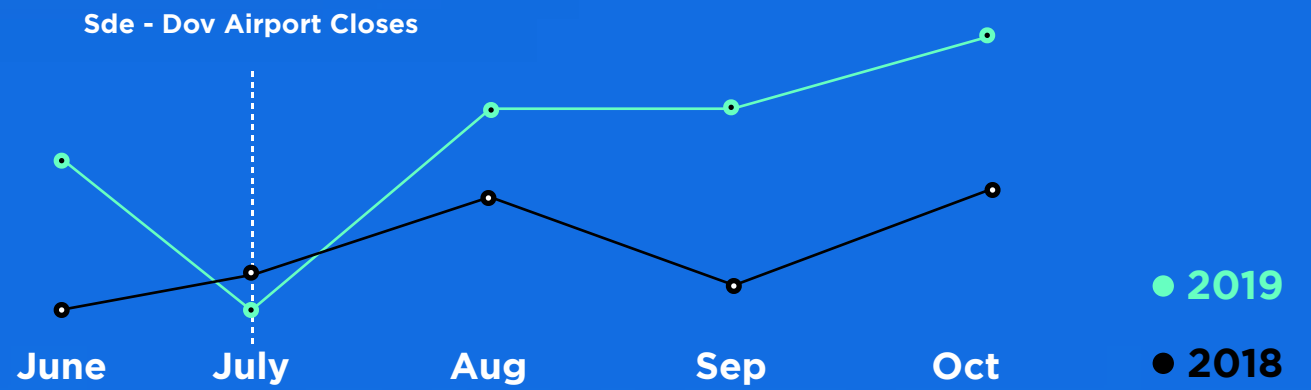


Case Study

Eilat Orders YoY comparison

+14%
COST

+20%
ORDERS



CLIENT PROFILE

Arkia is one of Israel's largest airline companies and provides both domestic and international travel services worldwide.

Arkia sells its products by 2 main models, directly to customers on the one hand and indirectly via online and offline travel agencies.

Arkia and Adcore's collaboration began in September 2018.

THE CHALLENGE

- Thrive in a highly competitive market between airlines and travel agents, which has significantly intensified over the last years due to Israel's open sky policy.
- Adapt to shifts in demand for Arkia's most identified product, Flights from Tel-Aviv to Eilat, due to both airports closing in the summer of 2019 and flights being shifted to nearby airports outside both cities.

THE TECHNOLOGY

All client activity is processed and analyzed by Adcore – our in-house proprietary technology that enables zero touch creation and optimization of campaigns, ad-groups and ads. Adcore's technology provides valuable automation tools in addition to targeting and audience insights, thus enabling the team to focus more on expansion, growth and strategy rather on ongoing day to day optimizations.

THE APPROACH

Through data sharing, daily meetings, weekly visits and good communication between the teams in all ranks, we managed to build a digital advertising strategy that harmonizes between both online and offline advertising efforts and business goals - one of the most challenging balances in online marketing today.

In addition, we created a wider marketing ecosystem, comprising various online marketing platforms and a smarter utilization of audiences according to different levels of intent and funnel positioning.

This approach combined with Adcore's technology, led to a higher flight occupancy percent, positive business results and online sales YoY growth. In spite of external market changes, we managed to provide YoY growth in a short time, making the 2019 summer to Jewish high holidays period (the peak of the year), a success story.



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