

Response Mine Interactive

CASE STUDY

Travelzoo Search Engine Marketing Case Study

Client Overview

Travelzoo is the largest and most trusted publisher of travel deals on the Internet. The Travelzoo Top 20® newsletter is the definitive list of the week's best travel deals and has a subscriber base of more than 14 million. Every week, the Travelzoo team evaluates hundreds of airfare, hotel, vacation packages, cruise and rental car deals, recommending only those whose accuracy and availability can be confirmed.

Situation

Travelzoo implemented a double opt-in feature for its Top 20 newsletter subscribers. This caused a decrease of conversion rate and acquisitions, and an increase in CPA. Acquisitions decreased 81% year-over-year, CPA increased 106% year-over-year and conversation rate decreased 34% year-over-year. Due to the opt-in change, Travelzoo stopped allotting budgets to non-brand keywords causing acquisitions to fall to all-time lows.

Program Objectives

- Grow non-brand volume at a similar or lower CPA
- Increase non-brand acquisition for the Top 20 newsletter

Program Strategies

RMI focused on intense account re-structuring, constant creative optimization, keyword scoring, and multiple landing page tests to drive non-brand volume.

A “Weekly Deals” test was implemented to continue to increase the non-brand acquisition volume for the Top 20 Newsletter while improving the non-brand CPA.

RMI worked in collaboration with the Travelzoo team to ensure timely delivery of the weekly Travelzoo Top 20 deals. The lists of deals were finalized and delivered every Wednesday morning at 11 a.m. The RMI team then created specific campaigns, ad groups, and creative focused on each deal in the list.

Travelzoo and RMI determined that landing page improvements needed to be made to help lift conversion rate. The necessary work was done on the Travelzoo backend to dynamically insert the actual deal that was searched and a corresponding picture into the top of the landing page.

Challenges

Internal

- Slowdown in subscriber growth
- Issuing of can spam laws
- Increasing cost per acquisition
- Increasing competition in the travel space from companies that had travel deal newsletters

Budget and Timing

- Drive as many acquisitions as possible at Travelzoo’s allowable CPA goal
- After RMI took over the entire Travelzoo account, it was up to the RMI team to build upon the successes immediately to ensure that Travelzoo knew that they had made the appropriate decision.

Technical

- Inserting dynamic content on landing pages
- Tracking a customer through entire stay on Travelzoo site

Results

The strategy shift proved to be a great success. Moving to a “retail” focused creative strategy and dynamic landing pages, drastically improved the non-brand acquisition volume.

- October non-brand acquisitions increased 219% year-over-year and CPA increased 11.7% year-over-year.
- November non-brand acquisitions increased 2,332% year-over-year and CPA decreased 8% year-over-year.
- December non-brand acquisitions increased 6,035% year-over-year and CPA decreased 6.8% year-over-year.
- Creating campaigns and ad groups focused primarily on the Top 20 Weekly Deals Newsletter resulted in a Q4 non-brand acquisitions increase of 2218.8% year-over-year and a non-brand CPA decrease of 0.3% year-over-year.

Overall Q4 Non-Brand Performance	
Variance	
Acquisitions	Increased 2218.8% YoY
CPA	Decreased 30.3% YoY