

## Fiji Airways Bookings Soar by 50% with Dynamic Creative and Google AdWords

How Fiji's national airline teamed up with a digital agency  
to take on the global giants – and won.

### **The challenge**

A typical traveler visits 19 digital touch points before making a purchase. Those critical moments are the playing field where bookings are won and lost.

For Fiji Airways, this battle for the skies was with global and regional carriers like Cathay Pacific, Virgin Australia and American Airlines. So in 2016, Fiji Airways turned to its search engine marketing partner, Dynamic Creative, with a challenge and an ambitious goal: to not merely beat the competition at those touch points, but grow online bookings 30% year on year.

This is the story of how they did it.

### **Early steps**

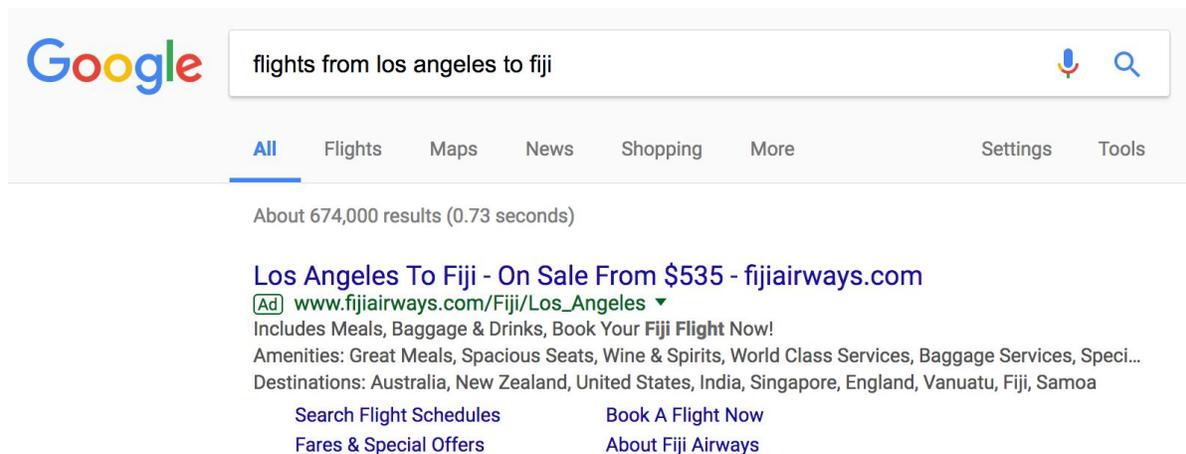
Australia is a major market for Fiji Airways: over 360,000 Aussies visited Fiji in 2016. The airline had other key growth targets, too: they wanted to recruit more visitors from places like Hong Kong and the United States.

"Americans tend to think that Fiji is someplace that's really hard to get to, but it's really just a 10-hour direct flight from San Francisco or LA," says Christina Templin, General Manager Marketing at Fiji Airways. Her team wanted more people to make Fiji a stopover destination on their way to other parts of the South Pacific or Asia.

How do you reach prospective Australian and American travelers in their 19 touchpoints? Fiji Airways turned to Dynamic Creative for help.

## Targeted and useful

Dynamic Creative spent weeks looking into the ways travelers researched flights and destinations. Then they used their proprietary platform, known as Ad Builder, to create more than 80,000 incredibly relevant ads covering shopper searches for every route.



"We created granular campaigns for each route and destination and updated those ads with live prices and availability," says Elle Hackett, Customer Success Manager for Dynamic Creative. "If someone in Los Angeles searched for a flight to Fiji, they'd see those keywords in the ads, along with the sale price, like *Los Angeles To Fiji – On Sale From \$535.*"

How is it possible to keep 80,000 ads updated across all touch points in real time? Fiji Airways uses a live XML feed to share sales and pricing updates with Ad Builder, which in turn updates Google search ads. "The updates happen automatically in the background, giving us more time to focus on marketing strategy and planning," says Hackett.

The new ads did more than make life easier for shoppers: they also gave Fiji Airways better qualified leads. "If someone wasn't happy with that flight, they wouldn't click," says Hackett. "So Fiji Airways didn't waste budget on someone who's not really interested."

## Seeing the journey

With AdWords' data-driven attribution, Fiji Airways went beyond the last click to see the full customer buying journey across those 19 touchpoints. A shopper might start with a search for *Fiji family villas*, visit several websites, then come back looking for *flights to Fiji* – the critical moment when Fiji Airways could make the sale.

Data-driven attribution helped the marketing team unlock what was really working, such as whether an entry point like *Fiji flights* would lead to more bookings than *Fiji holidays*.

every travel booking is now influenced by over 19 digital touchpoints

research sessions & sites visited before each booking



Google

Google/Millward Brown Digital 2015 Travel Key Themes - All travel - H1'14 v H1'15 (desktop only)

Dynamic Creative also used Google remarketing to reach shoppers as they traveled across the web. "Travelers consider a lot of options before making a decision," says Templin. "If someone's looked at a flight, we can remarket on the Google Display Network to remind them of the deal they can get from Fiji Airways."

## Taking flight

Did Fiji Airways reach its 30% growth goal? To their surprise, they *flew* through that mark. In just one year with the new Dynamic Creative ads, Fiji Airways saw a **50% rise** in online bookings and a **63% uplift** in profit contribution. Their American bookings through AdWords increased by 76% in the same period.

Numbers were up all across the board, from keyword coverage to search impression share. But one trend stood out: "Putting prices in our ad copy was the big key to higher clickthrough rates," says Christina Templin. That's when they really began to compete with – and defeat – their bigger competitors.

"We love working with Fiji Airways, and we were so excited by their growth," says Elle Hackett of Dynamic Creative. "We were confident Ad Builder campaigns would deliver powerful business results, and they certainly have."

"We're simply thrilled with these results," says Templin. "We're working closely with Dynamic Creative on new ideas and campaigns, and looking forward to even more terrific growth."

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