

# CASE STUDY: SCANDINAVIAN AIRLINES

## ROCKET FUEL ACHIEVES A 76% IMPROVED CPA FOR SCANDINAVIAN AIRLINES

### ADVERTISER

In Scandinavia, Scandinavian Airlines (SAS) is the single largest airline, with a market share of about 1/3 of the total air travel market. SAS flew almost 30 million passengers in 2014 to destinations in Europe, the USA, and Asia. SAS is a member of Star Alliance, and, together with 28 member airlines, offers more than 18,500 daily departures to 1,321 destinations in 192 destinations around the world.



### AGENCY

The success of MediaCom is based on their "People first, better results" philosophy. Their passion is to help businesses grow, move ahead of their competitors, and stay there. By putting people first, they believe they can deliver better results for their customers. MediaCom is responsible for planning and buying advertising for some of the world's biggest companies - among them P&G, Shell, GlaxoSmithKline, RBS, VW, and Universal.



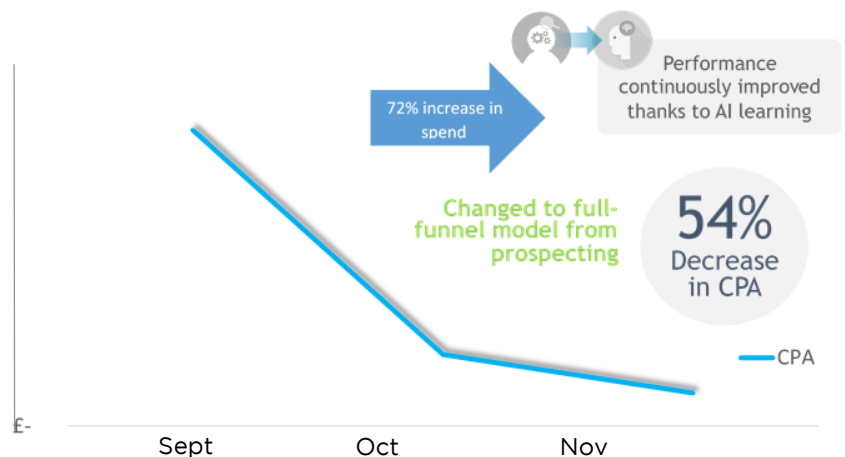
### OVERVIEW

Rocket Fuel was tasked with generating flight bookings, alongside achieving a positive ROI and hitting an aggressive blended CPA goal.

SAS initially enlisted Rocket Fuel to increase airline ticket sales. Utilising Rocket Fuel's online partners and prospecting new audiences only, Rocket Fuel was able to deliver a CPA 63% better than goal. As a result of the programme's previous success, SAS then introduced retargeting into the strategy - thus allowing Rocket Fuel to use its full-funnel approach. During this time, the monthly spend increased by 72%.

### STRATEGY

Rocket Fuel employed its optimisation capabilities to continually evaluate every opportunity by utilising a user-by-user strategy to drive incremental airline sales for SAS.



The graph shows the decrease in CPA throughout the length of the programme, highlighting the increase in spend and the change to the full-funnel model.



## IMPLEMENTATION

Thanks to artificial intelligence, Rocket Fuel examined the attributes of SAS's responders and their environments to evaluate each impression opportunity. Rocket Fuel implemented tracking pixels on the SAS website two weeks prior to the start of the programme, thus enabling Rocket Fuel to collect valuable customer data.

Through the placement of a conversion pixel, Rocket Fuel was able to find out about the characteristics of users buying airplane tickets.

## RESULTS

Rocket Fuel achieved a CPA 63% better than the prospecting goal when running prospecting activity from Sept. - Nov. Introducing the full-funnel approach alongside the increased spend of 72%, Rocket Fuel were not only able to improve on the previous CPA by an additional 54%, but they were also able to achieve a CPA that was 38% better than the blended CPA goal.

Rocket Fuel were able to show that users were more likely to convert if they lived in proximity to airports. The top four are listed here:

- London
- Aberdeen
- Manchester
- City of Bristol

This graph shows the number of conversions (represented by size) driven for each region as well as the percent conversion lift (represented by colour).



**“ROCKET FUEL’S AI IS INCREDIBLY POWERFUL - BY FAR THE BEST IN CLASS - AND IN THE 2.5 YEARS SINCE WE’VE HAD THEM ON OUR MEDIA PLAN, THEY’VE BEEN UNBEATABLE. NO OTHER MEDIA PARTNER’S PERFORMANCE HAS EVEN COME CLOSE. I’M CONSTANTLY IMPRESSED BY ROCKET FUEL’S TECHNOLOGY, AND THEIR INSIGHT AND TRANSPARENCY IS SECOND TO NONE. WORKING WITH ROCKET FUEL IS AMAZING! ”**

Simon Yule,  
Digital Marketing Manager,  
Scandinavian Airlines

**“SINCE INTRODUCING ROCKET FUEL TO THE SAS MEDIA PLAN WE HAVE SEEN CONTINUED IMPROVEMENTS IN CPA AND THIS IS DOWN TO A NUMBER OF FACTORS. NAMELY UTILISING ROCKET FUEL’S ‘FULL FUNNEL’ APPROACH TO ENSURE THAT WE ARE SERVING IMPRESSIONS TO THE RIGHT CONSUMERS AT THE RIGHT TIME IN THEIR JOURNEY; BUT MORE IMPORTANTLY THE METICULOUS CAMPAIGN MANAGEMENT THAT WE RECEIVED FROM THE TEAM AT ROCKET FUEL, WHICH ENABLED US TO MAKE CONTINUOUS OPTIMISATIONS RESULTING IN ONE OF THE LOWEST EFFECTIVE CPAS ON PLAN. ”**

Ryan Gillett,  
Digital Planner Buyer,  
MediaCom UK

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#### ROCKET FUEL—BRINGING ROCKET SCIENCE TO DIGITAL ADVERTISING

Rocket Fuel delivers a leading programmatic media-buying platform at big data scale that harnesses the power of artificial intelligence to improve marketing ROI. Awarded #4 on Forbes' 2013 Most Promising Companies In America list, Rocket Fuel was founded by online-advertising veterans and rocket scientists from NASA, Yahoo!, Salesforce.com, and DoubleClick.

