

CASE STUDY: TUI SUISSE

ROCKET FUEL DRIVES 1,566% ROI FOR TUI SUISSE

ADVERTISER

TUI Suisse Ltd is the third-largest tourism company in Switzerland. It is part of the UK-based TUI Travel PLC, one of the world's leading leisure-travel companies, with over 200 trusted brands. TUI Travel PLC is, in turn, part of its Hanover, Germany-based parent company TUI AG. Founded in 1968, TUI AG has more than 75,000 employees in 180 countries.



OVERVIEW

TUI Suisse, a well-known multinational travel and tourism company, enlisted Rocket Fuel's help to drive the sales of its vacation packages using both display and FBX throughout Switzerland. Rocket Fuel's prospecting capabilities were used to attract new customers and to help build the TUI Suisse brand.

STRATEGY

Rocket Fuel managed to combine and leverage data for TUI Suisse, finding a significant number of converting customers.

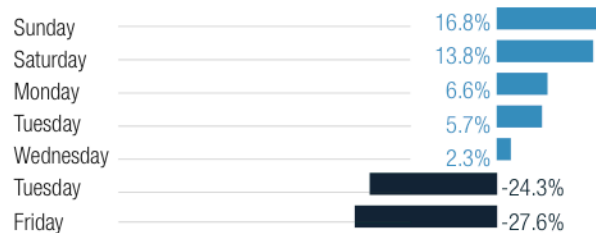
The pixels were placed on the website two weeks before the start of the programme, thus enabling Rocket Fuel to collect visitor data prior to the programme's start date. Using this data, Rocket Fuel implemented Direct Response Booster and Rocket Fuel (FBX) products to hit the programme's goal.

CONTENT



The most popular content categories proved to be Coupons & Discount Offers, followed by Canary Islands and Vacation Offers. This shows that offers are important to Tui's converting customers.

DAY OF WEEK



The Day of the Week graph highlights the most popular days for converting users are Sunday, followed by Saturday. It also shows that the weekend is the best time for TUI to convert customers.