AnadoluJet sales take off with cross-device insights in DoubleClick Search

Goals
• Optimize performance across devices
• Grow sales with bid automation

Approach
• Measure impact using cross-device conversion metrics in DoubleClick Search
• Generate attribution insights to understand the path to purchase
• Automate bidding across devices based on attribution insights

Results
• Increased total clicks and conversions by 30%
• Grew incremental conversions by 170% on smartphones, 17% on tablets and 12% on computers
AnadoluJet is the rapidly growing, low-cost branch of Turkish Airlines. It offers affordable routes between dozens of cities throughout Turkey including Ankara, Istanbul and Izmir. In just eight years, the company has grown its fleet of airplanes from 5 to 32 and currently achieves an average occupancy rate of 85% across its flights.

By mid-2015, AnadoluJet’s paid search activity had grown to a point where it was too much of an operational burden to continue to manually adjust bids for all keywords and campaigns across devices. In addition, AnadoluJet’s paid search strategy lagged behind the growing mobile search opportunity in Turkey where 66% of smartphone users who purchased a travel product in the past 12 months have researched or purchased products on a smartphone, according to data from Google’s ‘Mobile in the Purchase Journey’ research.

AnadoluJet’s digital marketing team partnered with Starcom Mediavest Group and VivaKi to implement a cross-device search marketing strategy that would streamline operations, increase ticket sales while maintaining mobile traffic and help them gain a full understanding of the path to purchase on mobile in order to allocate their marketing budget most effectively. To achieve these goals, the team looked for a solution that would help them automate, optimize and measure all of AnadoluJet’s search campaigns across devices.

Aiming for a mobile, cross-device strategy

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AnadoluJet, Starcom and VivaKi turned to the DoubleClick Search Performance Bidding Suite as the perfect solution for their objectives because it offered automated bidding and measurement capabilities, which would help the team save time, boost conversions and gain insights about consumer purchase behavior. The team implemented DoubleClick Search Smart Bidding to automatically use cross-device conversions to intelligently bid on clicks across devices, ensuring campaign dollars were being allocated most effectively across each device.

Serena Veyisi, Biddable Media Executive at VivaKi Turkey said, "The move to Smart Bidding was the perfect opportunity to get bidding in perfect alignment with our goals to grow AnadoluJet’s mobile footprint in order to increase conversions across devices.”

Budget allocation was also improved by the way Smart Bidding used attribution data to understand which type of clicks were leading to the most conversions. Since a lot of travel research happens on mobile devices, AnadoluJet used the DoubleClick time decay model to distribute credit across multiple clicks prior to a conversion and validate upper funnel paid search activity that would eventually lead to conversions. Optimizing to this model helped grow AnadoluJet’s presence and success in mobile.
DoubleClick Search Smart Bidding drove the exact results that AnadoluJet, Starcom and VivaKi set out to achieve. It drove a 30% incremental lift in clicks and conversions across devices. This overall incremental lift came from a 170% lift in conversions on smartphones, a 17% lift in conversions on tablets and a 12% lift in conversions on computers. In addition, the move to automated bidding allowed the team to reclaim all of the time that was being spent on manual bidding.

Ahmed Özdemir, eCommerce and Communication Manager at AnadoluJet said, “DoubleClick Search is helping us solve the cross-device challenge. We are now able to accurately map the consumer journey across devices and build an attribution model that credits the right channels. As a result, we are investing smarter and more effectively. Understanding cross-device data has given us a competitive edge which is key to driving incremental growth in the aviation industry.”

Veyisi at VivaKi Turkey added, “Further to operational relief, we were thrilled to see sales and site traffic increase by 30%.”
Case Study | AnadoluJet

About AnadoluJet
AnadoluJet is a trademarked branch of Turkish Airlines, based out of Ankara, which started its operations in 2008. Its innovative low-cost business model relies on reaching a wider base of people through the simplification of services offered to flyers. AnadoluJet provides in-country flights under the service guarantee of Turkish Airlines and is widening its flight network continuously. More information can be found on www.anadolujet.com.

About Starcom Mediavest Group and VivaKi
Starcom Mediavest Group and VivaKi are both part of Publicis Groupe, one of the world’s leading communications groups. Starcom Mediavest Group architects connected human experiences to create value for its clients through precision marketing, content and technology solutions. It leverages technology expertise from VivaKi, which was established in 2008 to propel the digital transformation and expertise of the Publicis Groupe and its agencies. Together, Starcom Mediavest Group and VivaKi use DoubleClick Search to manage global search marketing campaigns for large organizations like AnadoluJet.

About DoubleClick Search
DoubleClick Search gives advertisers the workflow tools, robust reporting and bid optimization they need to get more value from their search campaigns. Built on Google infrastructure and natively integrated with the DoubleClick Digital Marketing platform, DoubleClick Search makes it faster and easier to respond to an ever-changing market in real time and at scale.