

Thomson delivers more holiday fun

Using Adobe Media Optimizer, Thomson achieved efficiencies by testing creatives at scale and gaining insights on cross-device exposure that elevated conversion intent.



- **28%** CPC efficiency while increasing CTR by almost **230%**
- **69%** drop in CPA with a **128%** increase in online conversion
- **10x** stronger results with retargeting and **5x** stronger using lookalike

"Through working with Adobe we successfully launched and scaled our Facebook® advertising campaigns for our biggest brand, Thomson. Within the first three months we were able to reduce cost per acquisition by 65%. We have continued scaling this activity through combining compelling creative to relevant audiences and testing different placements with Adobe Media Optimizer. Mobile placement has proved to be extremely valuable as we were able to reach and target new customers outside of our existing online channels. Mobile advertising on Facebook is now a fundamental part of our overall online strategy."

Claudia Gomez
Paid Search and Biddable
Social Specialist
TUI UK & Ireland

The Story

Going the distance

Thomson is the UK's travel brand to reckon with, offering a fantastic range of personalised holiday experiences, cruises and flights. They have over 45 years of brilliant holidays to their credit, and a 94% customer satisfaction rate for their hotel experiences.

The Goal

Scaling the potential on Facebook*

Thomson's goal was to leverage Facebook's rich targeting capabilities to reach existing and new customers across devices with engaging creative.

Expanding reach and awareness was crucial to driving incremental sales at an efficient cost per acquisition through Facebook advertising.

The Solution

Finding what works to drive efficiencies

Thomson turned the spotlight on its creative, audience and placement to perfect a good mix of ads that resonated most with customers. Leveraging Adobe Media Optimizer, Thomson was able to quickly test and scale different combinations of creative.

In addition to Website custom audiences, lookalike audiences proved highly effective, finding more people who, like their best customers, were looking to escape to the sun.

The Success

Acing the key foundations

Creative: The experimentation with creative elements paid off with insightful learnings. For example, light imagery led to a 30% uplift in efficiency in driving sales compared to dark.

Audience: CPAs were 10x stronger when utilizing retargeting versus core audience targeting. When using lookalike audiences versus core audience targeting the CPA was 5x stronger.

Placement: CTR on mobile ads was 227% stronger compared to desktop ads. Retargeting desktop audiences that had previously been exposed to a mobile newsfeed advert achieved a 69% lower CPA and 20% higher booking value.



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Facebook is a registered trademark of Facebook Inc. All other trademarks are the property of their respective owners.

© 2015 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

08/15