

Avoya Travel Reaches More In-Market Travelers with Sojern's Access to YouTube's Adapted Audiences

Summary

The Avoya Travel team looked to launch their first large scale YouTube campaign in spring 2017. As Sojern is one of a few providers with access to Google's Adapted Audiences targeting capability, Avoya Travel used Sojern's proprietary audiences for deeper targeting and segmentation on YouTube.

Solutions Used

- YouTube Adapted Audiences

Results

65%

video completion rate (VCR)

26%

above their video click-through rate (CTR) goal

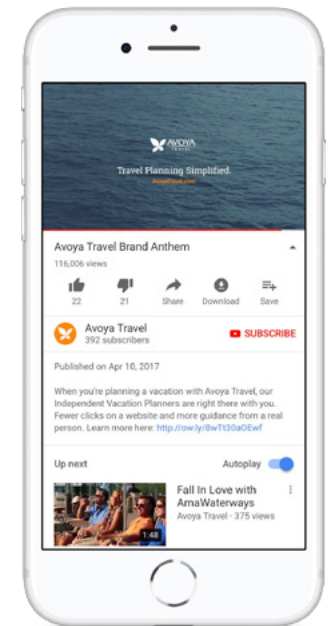
Maximized

YouTube video spend through Sojern's access to Adapted Audiences

“ We enjoyed having a partner in Sojern for our first awareness video campaign on YouTube. With Sojern's expertise and access to Adapted Audiences, we reached in-market travelers with relevant brand messaging and raised the profile of Avoya Travel.



Candice Bixler
Director of Digital Marketing



YouTube Example on Mobile

About Avoya Travel

Avoya Travel is a family-owned company with a longstanding reputation for being one of the world's most innovative marketing and travel technology companies. As an American Express Travel Representative for more than 30 years, Avoya is deeply committed to Integrity and Professionalism™, service, and value in every aspect of planning cruises and vacations.

Challenges

In January 2017, Google announced a move to limit the use of pixels and cookie-based audiences, and end third-party data targeting within YouTube. This would limit travel advertisers' ability to reach their target audience. However, as Sojern is one of a few providers with access to Google's Adapted Audiences targeting capability – the Sojern and Avoya Travel teams were able to use Sojern's proprietary audiences to provide deeper targeting and segmentation on YouTube.

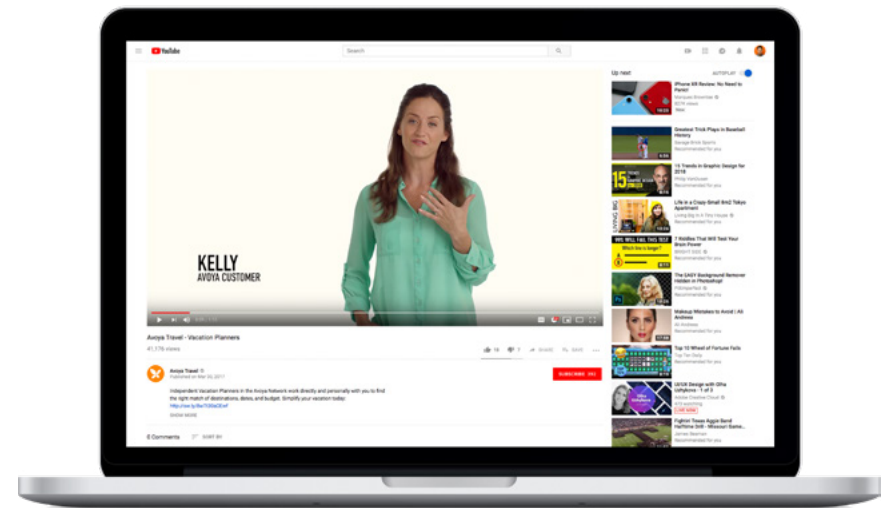
Objectives

The goal was to build awareness of and engagement with Avoya Travel. Sojern worked to create Avoya Travel's ideal audience segments. This went beyond identifying people who were in-market for travel, and tapped into affluent audiences searching for specific types of travel in select geos, as well as those most likely to drive performance, based on Sojern's expertise. The team then used Google's Adapted Audiences to import these custom, anonymous cookie-based lists to run on YouTube. These audience lists are enhanced by Google's deterministic targeting technology, which includes Search and Maps data. The result is a new, expanded list of users who share

the same characteristics, interests, and behaviors as the custom audience lists that Sojern originally provided. Sojern used this enhanced list to manage Avoya Travel's video campaign seamlessly across devices—creating a more integrated viewer experience and engaging Avoya Travel's ideal YouTube audience with their beautiful, aspirational videos.

Results

Sojern exceeded Avoya Travel's video CTR goal by 26%. While not a specific goal, Sojern also achieved a view-through rate (VTR) 44% above industry benchmarks. Of those, 65% watched the entire two-minute video—an impressive feat due in large part to Avoya Travel's engaging creative, and a testament to Sojern's ability to target exactly the right audience at the right time in the travel planning cycle.



YouTube Example on Desktop

Looking to reach your target audience in a more efficient way? [Get in touch now.](#)