

Scout Drives Over 61,000 Transactions in Five Months at an Impressive CPA with Sojern

Summary

In addition to running tactical and promotional flash sales, Scoot and Sojern have run Always-On campaigns since July 2016. In five months alone, Sojern drove 61,262 flight transactions for Scoot, at a CPA 27% below target.

Results

27%

CPA below target for the Singapore Always-On campaign

61,262

transactions between April and September 2017

Leveraged

Sojern's travel audience data to run more effective campaigns

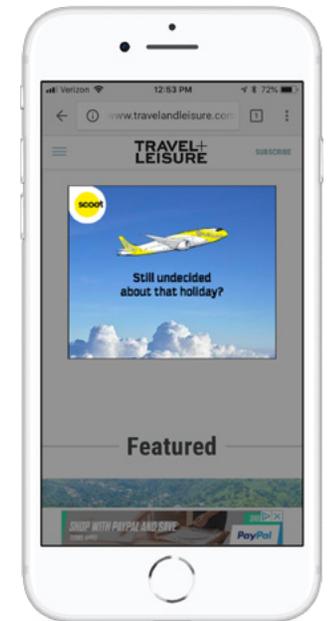
“It's been wonderful partnering with Sojern on the supply and demand side of our business as well as for our travel marketing objectives. Their data and insights have given us a firmer grasp on our own audience's behaviours, how Scoot stacks up at the industry level, and a more holistic understanding of our business. And we've achieved much better results and CPAs since running with Sojern—especially with our Always-On campaign.”



David Lim
Performance Marketing Lead

Solutions Used

- Display



Display Ad Example on Mobile

About Scoot

Scoot is an airline for the young, the young-at-heart, and the value-seeking—people who remember that travel is all about spontaneous discovery, connections and fresh experiences. In addition to partnering on digital marketing campaigns, Sojern has been a trusted data partner of Scoot's since January 2016. As a data partner, Scoot generates incremental revenue through the controlled use of their data, as well as custom audience insights.

Challenges

APAC has the greatest concentration of low-cost carriers (LCCs) globally, and being innovative is necessary to stand out in this competitive market. "What we see across the entire airline industry is a decline in booking revenue per seat," explains Genevieve Wan, Associate Manager at Performics Singapore, Scoot's media agency. "So, we want more granular access to Scoot's ideal audience, in order to grow that revenue." Scoot and Sojern have run Always-On campaigns since July 2016, targeting travellers looking to fly outbound from various Scoot markets, including their home market of Singapore. The goal is to drive as many bookings as possible, at an aggressive cost per acquisition (CPA) target.

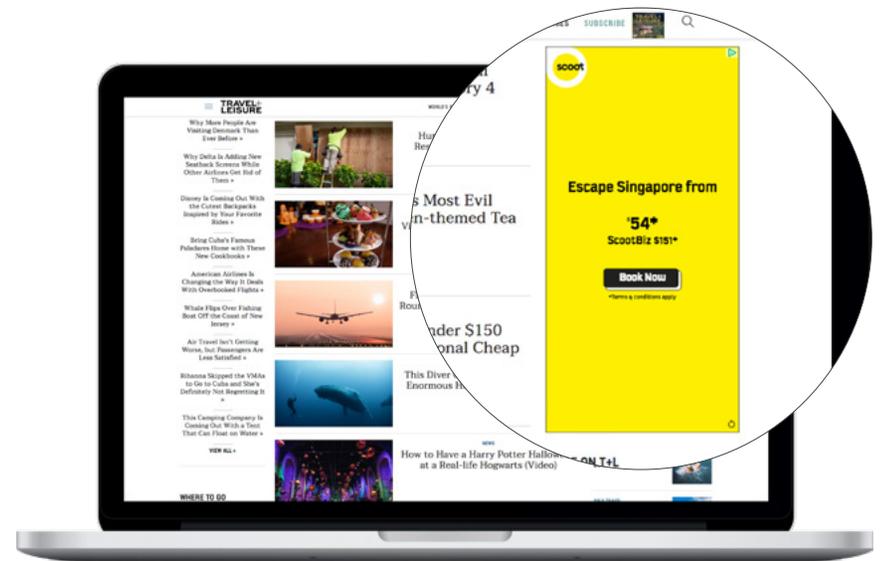
Objectives

With Sojern's rich travel audience data, real-time purchase signals, and a strong team of data scientists and expert account managers who know

how to leverage that rich travel-intent data, Sojern can prospect new users who are in-market for flights, but who aren't necessarily aware of Scoot or their offerings.

Results

Between April and September 2017, Sojern drove 61,262 transactions for Scoot from the Singapore Always-On campaign. What's more, Sojern beat their aggressive CPA target by 27%.



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