

HK Express Taps into Sojern's Dynamic Creative for More Personalised Messaging, at Scale

Summary

The HK Express sought to reach in-market travellers in a more bespoke way, without the time and hassle involved in creating dozens of possible ad creatives. The team partnered with Sojern on a Dynamic Creative solution in order to easily generate any number of personalised creatives at a low cost per acquisition (CPA).

Solution Used

- Sojern Dynamic Creative Optimisation

Results

HK \$22.75

cost per acquisition (CPA) with Sojern's Dynamic Creative solution

19%

lower CPA with Dynamic Creative than compared to static creatives

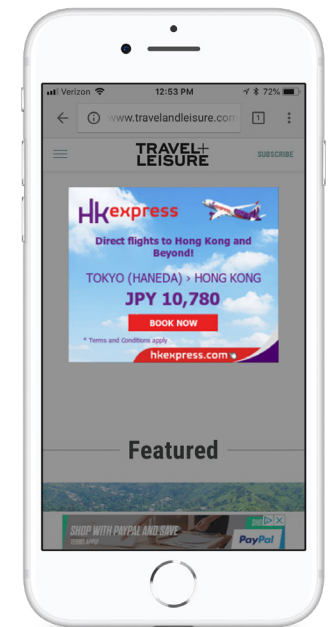
Leveraged

Sojern's travel-specific partnerships to deliver more personalised marketing messages

“ We set aggressive targets and expect a lot from our partners, so we are happy with Sojern's performance. We continue to use Sojern Dynamic Creative today as a way to provide more granular, personalised messaging and reach new travellers.

HKexpress

Michael Lim
Deputy General Manager Marketing



Display Ad Example on Mobile

About HK Express

HK Express is Hong Kong's first and only low-cost carrier (LCC). Focusing on low fares and on-time reliability, HK Express has brought true competition to the Hong Kong market and surrounding region.

Challenges

The HK Express team sought to reach in-market travellers in a more bespoke way, but at scale. While more personalised online advertising can reap big rewards, it's often tedious and time-consuming for brands. Dynamic Creative Optimisation (DCO) is a form of programmatic advertising that uses real-time technology, allowing for tailored content within an ad unit, easily and seamlessly.

Objectives

The team partnered with Sojern on their Dynamic Creative solution to reach in-market travellers in a more bespoke way, starting in H2 2016 with a CPA goal of HK \$20.

Sojern's Dynamic Creative is a great way to reach new customers. For example, an in-market traveller may be searching for a flight from Hong Kong to Saipan, but is unaware that HK Express recently launched this route. With a rich travel audience data and predictive purchase signals, Sojern can reach that traveller and share an ad on behalf of HK Express, with messaging for exactly that route, complete with real-time flight pricing. It

is also an effective retargeting tactic. Sojern keeps HK Express top of mind, and also creates urgency to book.

Results

The Dynamic Creative strategy has yielded positive results. In H2 2017, Sojern Dynamic Creative drove incremental direct flight bookings to HK Express at a CPA of HK \$22.75 - not quite the target of HK \$20, but 19% lower than static creatives that ran over the same period.



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Looking to create more personalised messaging, at scale? [Get in touch now.](#)