

Case Study – Travel & Tourism

Launched in 2008, **AirAsiaGo** is one of the fastest growing online travel portals in Asia, offering travellers an extensive selection of hotels, activities and travel services to meet every budget and activities of every kind at competitive rates.

Recently, they had a November special deal for travellers and promoted it through Innity's ad unit.



AirAsiaGo's Promotion Gains High Impression In A Short Period of Time

Campaign Objectives:
Create Awareness On Their FREE SEATS Promotion

AirAsiaGo wanted to promote and drive awareness on their free seat promotion in November.

The Strategy:
High Impact Mobile First View Attracted Many Eyeballs

By working with Innity, AirAsiaGo managed to deliver their promotional message to public and garnered high impressions in a very short period of time through Innity's Mobile First View ad unit. Furthermore, AirAsiaGo also utilized the large, high impact Site Take Over ad unit to increase awareness towards the promotion.

This Free Seat ad campaign was distributed throughout the Innity network with a focus on news, business & finance, shopping; lifestyle, travel, and entertainment sites.



Results: High Impression and High CTR In Just Over One Week

The Mobile First View and Site Take Over ad units successfully captured more than 331,200 eyeballs. Additionally, more than 5,000 online users clicked through to find out more about the product. Overall, the campaign performed very well as it achieved a healthy CTR of 2.52% on Desktop and 1.42% on Mobile.

Click here to see [Demo](#)



Campaign Average
CTR: 1.79%

Campaign Total
Clicks: 5,944

Campaign Total Unique
Impression: 302,528

Results

For further information, and find out how Innity can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us: my.sales@innity.com

