







Logitravel is an online travel agency specializing in holidays, offering a large range of travel products at great prices: packages, holidays, hotels, flights, and more...

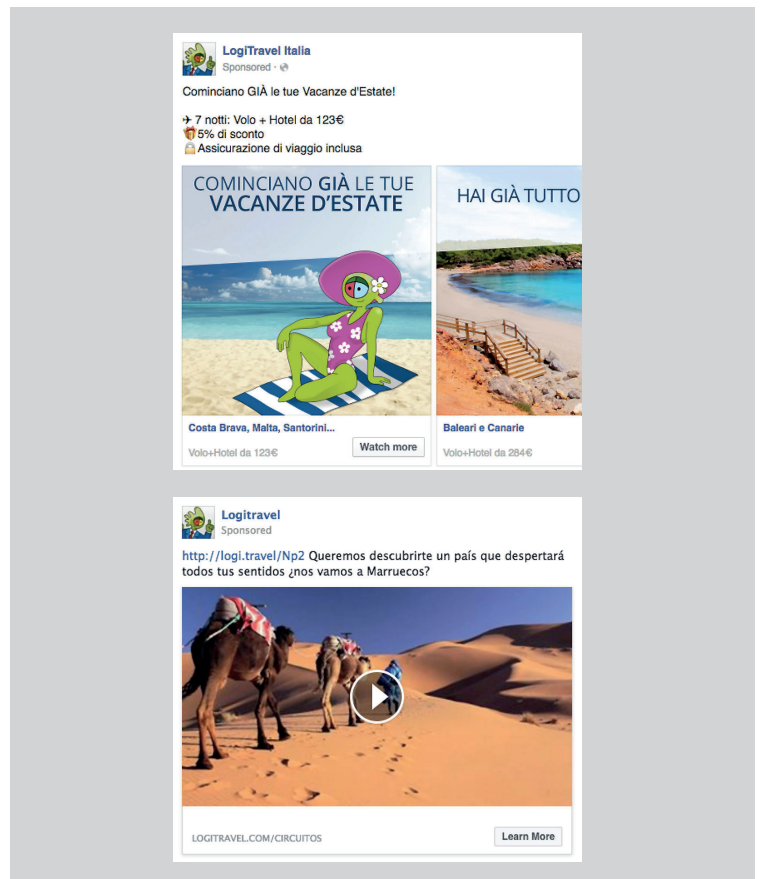
 +5000 Sales in two months	 -80% lower CPA	 5% of investment represent 30% of sales	 +40% higher CTR prospecting by cities
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Goal

- Logitravel's goal is to drive traffic on the website with personalized campaigns and retargeting to reach more potential customers and finalize.

Campaign Highlights

- The campaign strategy was to promote the Logitravel offers by creating a product feed with the different solutions that the brand propose (flights / hotels / cruises...).
- Using Dynamic Product Ads for retargeting in the carousel format, Logitravel then reached these potential customers with a rotating gallery of products that the target audience had already viewed, prompting these people to finish their purchase.
- Logitravel used DPA not only for retargeting, but also to prospect new users. Using a product feed by city they increased the CTR +40%.



Interview with Patricia Parra, Social Media Manager at Logitravel

"Facebook has become a strong part of our advertising strategy during recent years. By connecting our recommendation engines with Facebook dynamic ads we are able to reach our customers even more with adapted new offers from our product catalogue."