

## Case Study

How KAYAK increased the volume of its conversions while decreasing overall CPA with Dynamic Product Ads



KAYAK is a meta search engine to plan, book and manage travels. KAYAK searches hundreds of sites at once and provides best booking options for airlines, hotels, car rentals for travellers. It also oftentimes allows users to book directly from its own site.

### GOAL

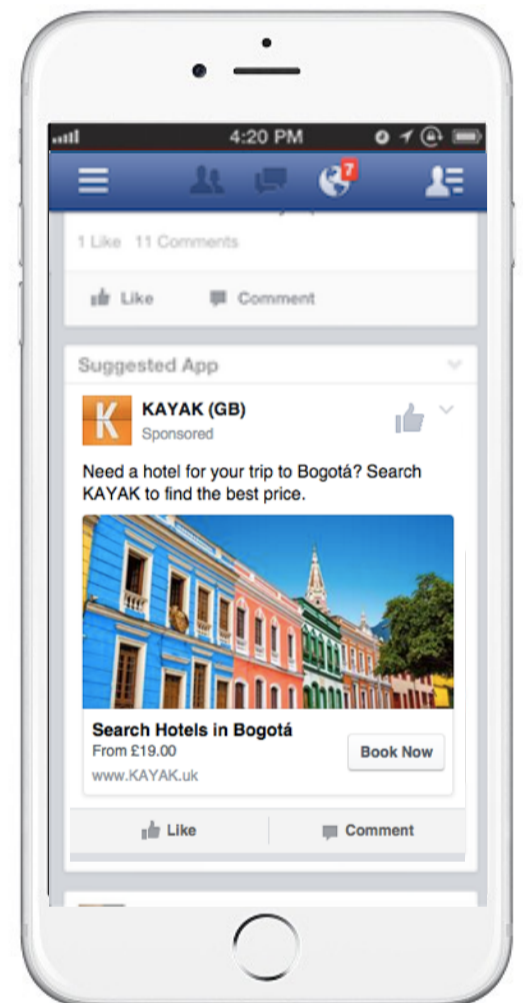
KAYAK was looking to boost their revenue from Facebook, a unique re-marketing channel, with the power of regular and cross-sell dynamic product ads.

### STRATEGY

By working closely with KAYAK's performance marketing team, Adphorus helped create and implement the Facebook Pixel on their website while focusing on their own conversion funnel. The pixel was customised for each vertical such as flights and hotel bookings, and the Product Catalog was engineered so that it perfectly matched the pixel. Through this bespoke set up, KAYAK has been able to cross-sell via DPA between different verticals and grow their business.

### RESULTS

As a result of DPA Remarketing and Cross-sell being live and successful, KAYAK increased its overall **Website Conversion volume by 287%** and **decreased overall Cost per Website Conversion by 19%** during Q4.



# of Actions  
287% higher



CPA  
19% lower



CTR  
34% higher

“ We managed to scale and significantly enhance our coverage and performance thanks to Adphorus' effective tool as well as the advanced DPA and cross-selling setup the Adphorus team came up with. ”

Yannic Pluymackers  
Global Digital Marketing Director, KAYAK