

CASE STUDY

Driving Remarkable Returns in Vacation Rental Industry

through Innovative Campaign Strategies

INTRODUCTION:

A leading player in the vacation rental industry partnered with Cybba to enhance their digital presence, drive higher site traffic, and achieve a robust Return on Advertising Spend (ROAS). Leveraging a multi-pronged approach, we executed a display retargeting campaign and a programmatic audio campaign, resulting in exceptional outcomes.

STRATEGY:

Cybba's strategic approach was meticulously designed to cater to two primary objectives:

Display Retargeting Campaign: We devised a comprehensive display retargeting campaign aimed at re-engaging potential customers who had previously interacted with the clients' offerings. By strategically placing tailored ads across relevant online platforms, we sought to recapture their interest and prompt conversion.

Programmatic Audio Campaign: In addition to the display retargeting efforts, we implemented a cutting-edge programmatic audio campaign. This innovative approach involved delivering targeted audio advertisements to potential customers across various digital audio platforms, thereby tapping into a niche audience segment.

KEY TAKEAWAYS:

Impressive ROAS: The combined results of both campaigns underscore their remarkable success in driving conversions and maximizing revenue. The display retargeting campaign achieved an extraordinary ROAS of over 55x, indicating that every dollar invested generated over 55 times in revenue. Overall blended ROAS was 28x. This demonstrates the efficiency and effectiveness of our strategies.

Precise Audience Targeting: The campaign's success can be attributed to our meticulous audience segmentation. By focusing on individuals who had previously expressed interest, we ensured that our efforts were tailored to a receptive audience, yielding higher engagement and conversion rates.

Innovation with Programmatic Audio: The programmatic audio campaign introduced a new dimension to the clients marketing approach. The ability to deliver personalized audio messages through digital audio platforms enhanced brand awareness and further engaged potential customers.



CAMPAIGN RESULTS:

Display Retargeting Campaign:

24,951,798 **33,850**

Impressions

Clicks

0.14%

Click-Through Rate (CTR)

843

Conversions

\$3.8M+

Recovered Sales

55x+

ROAS

Programmatic Audio Campaign:

3,130,139

Impressions

97.68%

Audio Completion Rate

2,237

New Users Acquired

0.07%

CTR

CONCLUSION:

The collaboration between this vacation rental company and our agency exemplifies how a synergistic blend of display retargeting and programmatic audio campaigns can lead to unprecedented success in the vacation rental industry. By re-engaging potential customers and tapping into new audience segments, we achieved an exceptional ROAS of over 28x and significantly elevated site traffic. These results underscore our commitment to innovation, strategic thinking, and delivering tangible value to our clients.