

Weg.de: Click rates double with dynamic ads



Real-time advertising: weg.de publishes its current deals in Google text ads. What's special about it? The ads are generated dynamically, feature up-to-the-minute prices with all offers checked for availability. With an average click rate of 2.8%, weg.de has put itself leagues ahead of the competition using dynamic, data-driven ads, shortening the distance between the product search and the actual booking.

“Dynamic ads enjoy click rates that are twice those of traditional ad texts. Conversion rates are also better. They are working very well so far. We're pretty excited about their performance.”

Jan Valentin
Director Media & Content
Comvel GmbH

weg.de: One of the top four online travel agencies in just two years

With 150,000 customers and an expected 90 million euro in sales for 2008, weg.de is one of Germany's fastest growing newcomers in the online travel segment. Founded in Spring 2005, weg.de ranks itself the fourth largest web-based travel agency in Germany. The service, powered by Munich-based Comvel group, was named the best “Internet travel service” in 2006 by Stiftung Warentest, Germany's best-known consumer watchdog.

Goal: Pull potential customers familiar with offline campaigns online

weg.de took its time. It stepped up its search engine marketing with Google in its second year, as Jan Valentin, Director of Media & Content at Comvel, recalls. In 2007 the company took another big step, hiring a marketing manager solely for its search engine marketing efforts. weg.de now devotes one-third of its online budget to keyword marketing, focusing exclusively on Google's keyword and content advertising network. One aim of keyword marketing at weg.de is to continue brand building. The other is to appeal to potential customers who are familiar with the company's offline campaigns (weg.de TV ads, for example) and pick them up when they go online. “Our Google campaigns are aligned with our classic advertising efforts in such a way that the leads are converted directly into online transactions.”

Dynamic ads with the 100 most preferred hotels

All weg.de advertising campaigns are synchronized. When a TV ad is run, the budgets for the Google ads are increased. The extra staffing helped weg.de optimize its entire search engine marketing efforts – campaigns were broken up into smaller, more defined campaigns, ad copy was refined, ad scheduling was introduced and daily budgets were increased. “Google is an important channel for reaching potential customers,” says Jan Valentin. “And that's why we put so much money into it, wholeheartedly.”

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weg.de took a quantum leap in the Spring of 2007 when it began running dynamic ads. To do this it used “Travel Suite” developed by pixell daten & design, a specialist in online travel Planning (I suppose “planning” is the correct translation, but should it not be “online travel marketing technology?” technology. Travel Suite puts together up-to-date and ready-to-book travel packages based on defined parameters. weg.de uses dynamic advertising to bring these current offers to the marketing level for the first time.” What weg.de shows is exact information, not general statements. And this is what makes them so different from the competing ads,” explains Ulrich Klostermann, Managing Director of pixell. weg.de launched its dynamic ad campaign with the site’s 100 most frequently booked hotels. If a person googles “Grand Hotel Hurgghada”, for example, the following ad text could appear: “Grand Hotel Hurgghada jetzt buchen: 7 Tage DZ/HP + Flug beim Testsieger schon ab €318.” (Grand Hotel Hurgghada. Book now: 7 days DR/HB + air travel starting at €318 from the top-rated travel provider). Clicking on the ad takes the user directly to the hotel’s page on weg.de where a matching price is displayed. More dynamic ads for favorite vacation hotels were added to the campaign in July 2007. “The dynamic ads for favorite vacation hotels were added to the campaign in July 2007. “The dynamic ads are working very well. We’re pretty excited about their performance,” says Jan Valentin.

Results: Dynamic ads mean double the click rate

weg.de’s dynamic ads on Google make advertising “more concrete”, says Jan Valentin enthusiastically. “The user is given more information and the distance between search and actual bookings is considerably shorter.” For this reason the ads also enjoyed a click rate that was twice that of traditional ad texts. In addition, conversion rates were better. To optimize results even further, weg.de plans to expand offer information found on the deeplinked pages. The online travel agency will begin using dynamic ads to market other product groups beyond just tour packages in the near future.

