

Case Study: American Airlines and The Wall Street Journal Digital

Behavioral Targeting Surpasses Run-of-Network Campaign Across All Metrics Tested

Objective:

To better understand how AudienceScience behavioral targeting can impact target audiences by testing against key metrics, audience composition, brand and persuasion metrics and overall cost.

Target Audience:

American Airlines defined the target as business travelers in two groups: those who traveled a minimum of one time per year and those who traveled five times per year or more. Also important to American Airlines were those travelers who were decision makers in the ticket-buying process, either by influencing the ticket purchase or by purchasing the ticket directly. This target audience helped define the media for the test, which was run on a prominent subscription news service.

Solution:

To develop an online campaign that was placed as a standard, run-of-network (RON) media buy. A portion of the campaign was behaviorally targeted. The same creative was used across the network and for the behaviorally targeted group.

Dynamic Logic surveyed the audiences and tested for traditional brand and persuasion metrics, as well as sought to find key business insight from the two groups.

Results:

Dynamic Logic found that by targeting users based on behavior, American Airlines reached a greater percentage of their key target audience, and the more specific the target, the better the results. The behaviorally targeted portion of the campaign was more effective than RON across all key areas: audience composition, brand and persuasion metrics, and overall cost.

AudienceScience behavioral targeting is more effective in reaching specific target audiences, and thus, yields greater lifts in brand metrics while reducing the overall cost for advertisers.

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American Airlines®

Audience Composition:

Behavioral Targeting Yielded Increases in Lift vs. Run of Network

- 115% lift in business travelers who take a minimum of 1 trip per year
- 145% lift in business travelers who take 5+ trips per year
- 9% lift in decision makers

Brand and Persuasion Metrics: Behavioral Targeting Significantly Impacts Both Metrics

By reaching and affecting the target audiences, American Airlines saw significant impact on the brand metrics and the cost and efficiency of the campaign as a whole.

Key Findings:

- Aided Brand Awareness Lift = 43%
- Message Association Lift = 50%
- Brand Favorability Lift = 50%
- Purchase Intent Lift = 100%

Cost Analysis:

Behavioral Targeting Is Better

Behavioral targeting proved to be more cost-effective than RON across the target audiences: RON yielded an average net cost 24% greater than behavioral targeting.

Key Findings:

- Business travelers, minimum 1 business trip per year: RON was 15% more expensive
- Business travelers, 5+ trips per year: RON was 32% more expensive

