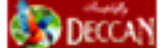


Travel Advertisers

Case Studies



Campaign Ideation

- Target audience is the frequent flying business audience.
- Premium News has proved to be the best inventory for targeting business fliers.
- Premium Entertainment, which includes Downloads and Bollywood content, is the other important category. 78% audience is above 22 years and has good buying power, and hence falls into the target group.

Key Learnings

- NRI inventory has proved to be an excellent vertical with most viewers being frequent flyers + referring it to their peers in the country.
- City targeting has proven to be relevant with most frequent fliers belonging to the top metro cities.
- Sustained branding exposures along with performance campaigns have proven to drastically reduce the cost per acquisitions.

The screenshot displays a website with several advertisements and a job portal interface. At the top, there are banners for RELIGARE, tripMela (Sign Up for Our 10 Best Travel Deals Weekly Email), and Never Before Airfares! (listing flights like NYC - DMW for \$445, etc.). Below these are smaller ads for 'TRAVEL DEALS' and 'videos'. The main content area features a job portal for Techzing.com with a search bar and a list of job listings. At the bottom, there is a large tripMela banner with the text 'At tripMela.com' and 'India's Best Source for Travel Deals'.

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