

EMIRATES

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OCTAADS MEDIA



EMIRATES



Emirates is the flag carrier of the United Arab Emirates (UAE) and one of the largest international airlines globally.

Established in 1985, Emirates is renowned for its luxury services and operates flights to more than 150 destinations across six continents.

Emirates is celebrated for its commitment to luxury travel, offering premium services, in-flight entertainment, and innovative features such as the Onboard Shower Spa for first-class passengers.

OCTAADS MEDIA

OctaAds Media is an Digital Marketing company that helps advertisers boost online Sales, Marketing, Business Intelligence, Increase Engagement and Conversions, Build Your Happy Audience & 24/7 Support Availability. At Octaads Media, we specialize in creating and managing high-impact digital advertising campaigns that maximize brand visibility, engagement, and, most importantly, return on investment. Our proven track record includes successful collaborations with various renowned brands and a network of affiliates that spans across diverse industries.

PROBLEM:

Emirates, a leading international airline, faced a challenge of high abandonment rates in its online booking process. Many users would initiate the booking journey but abandon it before completing the transaction. This indicated a potential loss in revenue and a need to re-engage users who showed initial interest in booking but did not convert.



SOLUTION:

To address the challenge of high abandonment rates in Emirates' online booking process, OctaAds Media implemented a series of retargeting strategies aimed at re-engaging users who had abandoned their booking journeys

1. Personalized Ads and Reminders:

- OctaAds Media designed personalized advertisements and reminders tailored to the specific users who abandoned their bookings. These ads were strategically placed across various online platforms and channels that the users frequently visited, such as social media, websites, and search engines.

2. Dynamic Remarketing:

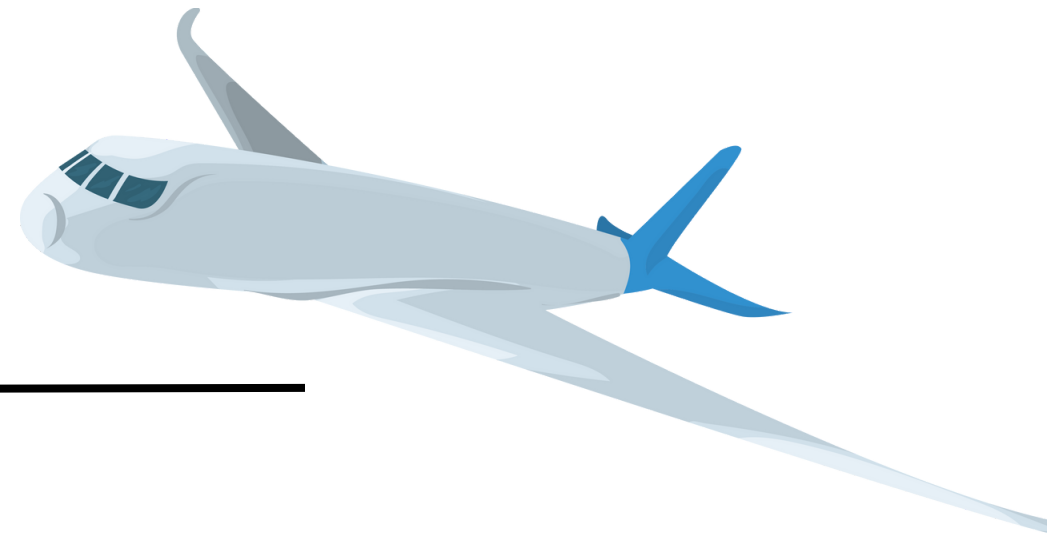
- Utilizing dynamic remarketing techniques, OctaAds Media showcased specific flights or travel packages that users had previously shown interest in. This approach ensured that users encountered relevant content based on their initial interactions with the Emirates website, increasing the chances of re-engagement.

3. Email Retargeting Campaigns:

- OctaAds Media initiated email retargeting campaigns, sending personalized emails to users who abandoned the booking process. These emails included reminders, special promotions, or time-limited offers to incentivize users to revisit the Emirates website and complete their bookings.



SOLUTION:



4. **Abandoned Cart Notifications:**

- For users who abandoned their bookings after adding flights to their cart, OctaAds Media implemented abandoned cart notifications. These notifications reminded users of the items left in their cart, encouraging them to return and finalize their bookings.

5. **Behavioral Retargeting:**

- Leveraging behavioral retargeting, OctaAds Media analyzed user behavior on the Emirates website. This analysis helped identify specific pages, destinations, or flight options that users engaged with during their initial visit. Retargeting efforts were then aligned with these preferences to provide a more personalized and targeted experience.

6. **Cross-Channel Retargeting:**

- OctaAds Media ensured a cohesive retargeting experience by implementing cross-channel strategies. Users encountered consistent messages and promotions across different online platforms, creating a seamless and recognizable brand experience.

OUTCOME:

1. Regained User Base:

- The retargeting strategies proved highly effective in bringing back users who had abandoned the booking process. Tailored messages and reminders prompted users to reconsider and complete their bookings.

2. Improved ROI and Revenue:

- The re-engagement efforts resulted in a significant improvement in Return on Investment (ROI) for Emirates. By converting users who had previously abandoned bookings, the airline experienced a direct positive impact on its revenue.

3. Enhanced Conversion Rates:

- The implementation of retargeting strategies led to higher conversion rates among users who had previously shown interest in booking flights with Emirates. The personalized approach increased the likelihood of users finalizing their travel plans.

4. Positive User Experience:

- Users responded positively to the personalized and targeted retargeting efforts, appreciating the relevant reminders and incentives provided by Emirates. This contributed to an improved overall user experience.



CONCLUSION:

OctaAds Media's collaboration with Emirates on retargeting strategies for abandoned bookings proved to be a resounding success. The initiative not only helped Emirates regain a significant portion of its user base but also translated into tangible improvements in ROI and revenue. The personalized and strategic approach to retargeting showcased the effectiveness of data-driven affiliate marketing strategies in addressing specific challenges. This case study underscores the importance of adapting digital marketing efforts to user behavior, ultimately creating a win-win situation for both the airline and its customers.



Thank You