

# We helped easyJet to improve sales from its banner advertising by 86% in just one month



## The Company

easyJet is Europe's leading low-fares airline. It keeps costs low by eliminating the unnecessary costs and 'frills' which characterise 'traditional' airlines.

## The Issue

For easyJet, reducing the cost of acquiring each customer and processing each transaction is vital to its mission of providing low cost air travel.

The easyJet website provides a convenient booking method, and suitably targeted online banner advertising helps drive internet users towards the site. easyJet wanted to improve its return on investment from this activity.

Traditional click-through techniques measure the number of banner impressions served and the number of times that these banners are clicked, but reveal nothing about users activity after they have clicked or the quality or profitability of the customer that are being attracted.

## The Brief

easyJet wanted to accurately measure return on investment for its online advertising spend to help it understand and improve its return on investment and conversion rates.

## The Solution

RedEye go beyond click-through numbers. By identifying and recording each person's exposure to the brand and their subsequent activity on the site, easyJet could easily rate each campaign not only for click-throughs but also for the quality and loyalty of the customers it was attracting.

RedEye's helped easyJet to understand the 'branding effect' of its advertising, attributing customer spend to advertising campaigns even when customers did not purchase immediately. Measuring customer activity over a period of time gave easyJet a reliable indicator of the long-term profitability of customers acquired from each campaign.



## The Results

RedEye's data allowed easyJet to analyse the return of investment from its online advertising, comparing performance across sites, creatives and customers. The RedEye tracking data gave easyJet several valuable insights.

1. Return on investment varied dramatically across campaign sites and the most popular click-throughs did not acquire the most profitable customers. Taking into account media costs, return on investment varied from over 800% to nothing, with many languishing below 50%.
2. Some creatives achieved 30% more booking than others. easyJet used a mixture of creatives, some promoting the brand, others promoting specific routes or offers. Even where successful click through rates remained constant, some banners led to 30% more bookings than others.
3. Only 40% of customers booked on their first visit. 17% made their transaction later the same day. Nearly 20% of customers took over 2 weeks between their first visit and their first transaction. The average time from first visit to first transaction was 3.5 day.
4. Even for the most successful campaigns and banners, users would typically browse easyJet's site on their first visit, then return later than same day or on a subsequent day to purchase their tickets.

The RedEye tracking data was used by easyJet's media agency, i-level, to drive its marketing strategy. Its success was well rewarded. It won both the 'Interactive Media Campaign of the Year' award from MediaWeek, and the IPA's Charles Channon Award for the best contribution to new learning.