

Revenue Takes Off For Top Travel Site



Flightline.co.uk is a leading provider of flights, vacation packages, rental cars and more. Starting out as a small independent travel agency in the late 80's, the company has expanded its business exponentially over the years.

In 1996, they were a web pioneer with one of the first travel websites in the UK. Today their site uses the latest technology to ensure a great customer experience with a highly efficient flight booking process. When it was time to grow their business again, Flightline came to DA Search for Performance Driven PPC Management.

“DA Search truly understands our business and our customers. They continuously focus on performance and deliver impressive results month after month.” **Flightline**

Our Approach

Flightline's PPC campaigns included several thousand destinations around the world. DA Search performed a comprehensive analysis and determined which destinations delivered the highest profitability and quickly optimized the bids and keywords in these groups first.

With consistent profitability established, the search team embarked on keyword development, account restructuring, ad testing and landing page optimization tactics throughout the campaign, while monitoring automated bid strategies through The DAS Technology Suite. The campaign was then expanded by testing additional destinations for profitability and increasing exposure in other search engines

Results

DA Search optimized and greatly expanded Flightline's paid search marketing efforts, delivering significantly increased profits. In just a few short months DA Search increased monthly flight bookings by 163%.

During the same time period Flightline's average CPA was reduced by 38% while their Revenue jumped 200%.

Improved Performance with DA Search

