

Scaling Success on Facebook and Instagram

Kenshoo makes the power of social advertising go further for Travel and Tourism

Travel is transforming, with marketers allocating ever larger chunks of budget to the social space. But a traveller's journey knows no borders or boundaries. They're not concerned with channels, devices or publishers – they're simply on the lookout for their perfect getaway or next adventure. So pair your efforts with the power of Kenshoo to maximise your return on social investment and take your campaign performance to a higher altitude.



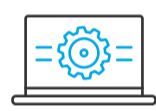
Eliminate Creative Bottlenecks

Travel is visually stimulating, so bring destinations to life by activating thumb-stopping creative at scale, without the frustrating studio bottlenecks. Collaborate efficiently across your creative and buying teams and automatically sequence and refresh your creative to inspire engagement and strengthen your online presence.



Automate optimization for better performance

Watch your marketing programmes take off with rules-based actions to adjust bids and budgets in real-time. Go completely hands-free with Kenshoo's award-winning, intelligent algorithms analysing performance hourly and automatically doing the fine-tuning.



Get instant insight into performance

View at a glance how your social activity is performing across channels with Kenshoo's Heads-Up Display. Get the big picture without having to manually crunch data, and check how your program is performing compared to your travel industry peers.



Support of Dynamic Ads for Travel

Take your Dynamic Ads for Travel to the next level with Kenshoo's automated optimization, expanded audiences, creative and cross-channel tools.



Your springboard to self-sufficiency

Grow your internal know-how with our three-month transitional service. We'll act as an extension of your own team, providing both strategic advice and campaign execution. At the end, you'll receive an actionable blueprint which documents our strategy, activities and outcomes, together with advice on how to replicate these best practices in-house.



Connect with the right travelers

Reach the right traveler with the right message! Save time by easily creating, reusing, and updating your most valuable audiences. You can even automatically connect your CRM audiences.



Create and manage campaigns at scale

Make short work of creating and managing travel campaigns at scale, and use the time saved to analyse performance and drive business results. Adapt instantly to changing market dynamics such as weather, seasonality or competitor price changes, and see your bookings soar!



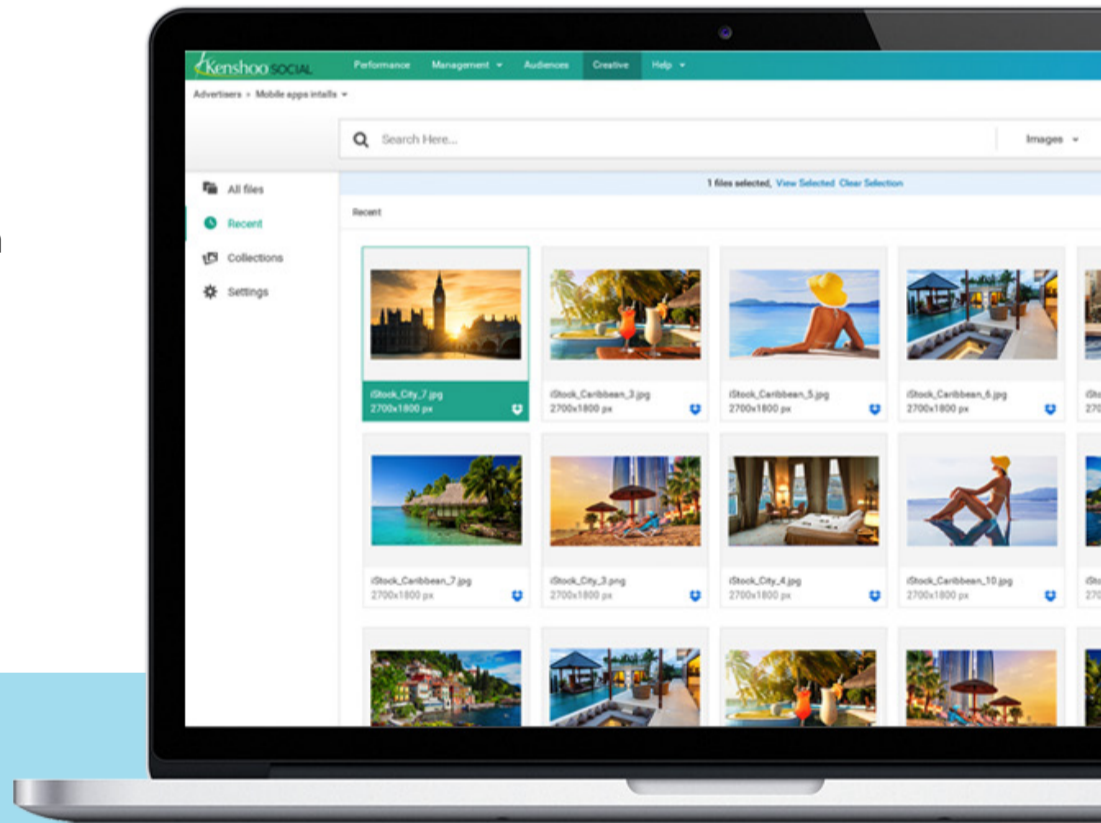
Search + Social = Better Together

Harness Search data to intelligently retarget those with itchy feet, based on behaviour and context, then hike up their wanderlust by automatically delivering the right message in the right place at the right moment.



Educate your internal team

Keep your finger on the pulse of travel trends and tricks of the trade with 24/7 support from our award-winning client services team. Our experts are geared to maximising your commercial success and can advise on any aspect of your buying strategy.



TAKE IT FROM A CLIENT:

“Kenshoo has proven to be a very comprehensive solution when automating bidding optimisation at scale for AccorHotels. And the scale of campaigns we are able to run through the platform is impressive thanks to its intelligent automation.”

–Arnaud Marro, Head of Social, NetBooster



↓ 80%

Lower cost per lead

↑ 2X

Higher ROI

↑ 3X

Increase in Facebook Spend

Ready to up your Facebook and Instagram marketing with travel tailored solutions?



Let's Connect!

