

A Flying Start to Automating Creatives and Campaign Optimization with Smartly.io

Hopper is an award-winning flight booking app that predicts the future of airfare. Users enter their preferred destination and dates, and the app will tell if it is the right time to buy. If users are told to wait, they can watch their flights and will receive a push notification when the prices reach their lowest point.

Hopper sells over a million dollars in flights every day and growing. The app gets around a million downloads each month.

The Challenge: Advertising Hundreds of Flights Deals on Facebook

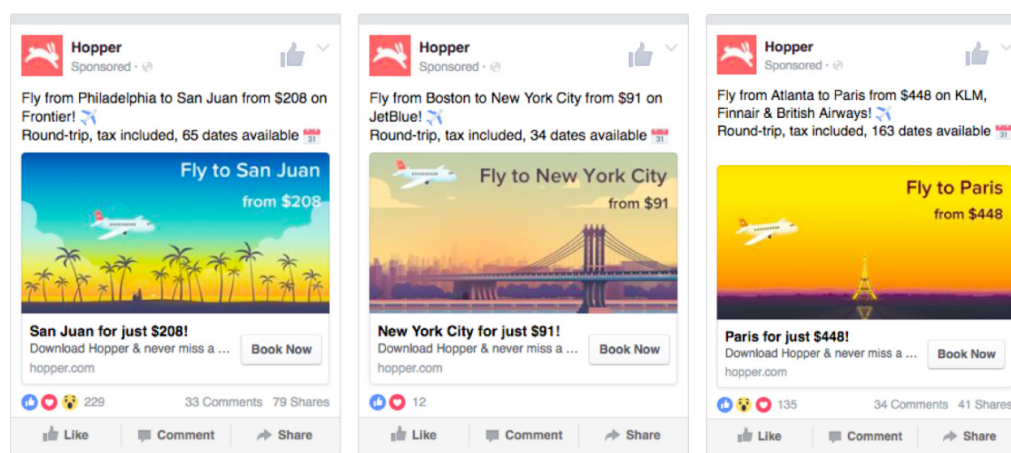
Airfare is notorious for fast-changing prices – Hopper advertises a large volume of deals that change frequently. Hopper's success is tied to Facebook; in 2016 they spent most of their marketing budget to acquire customers via the platform.

Hopper's challenge was to find a fast and effective Facebook Marketing Partner to help them scale, automate, and optimize hundreds of new offers every day without having to hire more people to manage these campaigns.

Solution: Automating Creatives and Campaign Performance

Smartly.io approached the challenge with a two-fold solution: each day, hundreds of ads are created from Hopper's flight data with Smartly's bespoke Dynamic Image Templates. The tool ensures that automated campaigns run with high-quality, on-brand ads at all times.

Once the ads are created, Hopper manages the campaigns with Smartly's automated optimization features, such as The Predictive Budget Allocation that reallocates the budget to the best performing deals (in terms of CTR or engagement) dynamically.



Contact us at info@smartly.io

We always offer a **14-day free trial** and no minimum contract period.

Results

Their Success: “Automation Saves Time and Drives Results”

Automation allows Hopper to keep their marketing and user acquisition team small while managing a large volume of campaigns and multiple acquisition channels. Hopper is able to scale campaign spend on Facebook in an instant if needed, and optimize towards prioritizing flight deals with the best performance.

Why Work With a Facebook Marketing Partner?

The main benefit Hopper has seen from partnering with Smartly.io is the time saved: a small team has been able to expand their user acquisition channels from one to 15 without having to hire more people. They can focus on experimenting with new ideas, the internationalization of their campaigns, or coming up with new creatives.

Customer service has been another key factor in Hopper’s decision to partner with Smartly.io – even the most technical issues get immediate attention and answers in the 24/5 support chat.

“Smartly.io partners with some of the largest global advertisers – they can provide insights and learnings across verticals, industries, and regions that help go beyond what your competitors are already doing.”

“I like working with Smartly.io because support is available when I need it. Working at a startup, speed of execution is our competitive advantage – waiting two or three days for answers is not an option. Smartly.io’s support chat is always there to provide quick solutions or even offer tactical and operational advice.”

“If you’re an advertiser running complex or high-volume campaigns that require technical consultation, teaming up with a Facebook Marketing Partner such as Smartly.io is a great bet. You get instant access to experimented engineers and account managers who are on top of the ever changing Facebook Marketing API.”

Simon Lejeune, Growth Manager, Hopper

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