# KLM- Unlocking Automated Video Advertising

> The value of adding video to our creative mix was already clear to us, but we were not able to personalize and scale videos for our performance-driven campaigns. Smartly.io's Video Templates make it possible to easily create inspiring dynamic videos for each KLM destination we fly from.
>
> **MARTINE VAN DER LEE,
> DIRECTOR OF SOCIAL MEDIA, KLM**

Background

Founded in 1919, Amsterdam-based KLM Royal Dutch Airlines is the oldest global airline still flying under its original name. They serve 30+ million passengers annually, operate 200+ aircrafts and fly to 163 destinations worldwide. KLM has long been at the forefront of digital innovation in the aviation industry, especially when it comes to social media and paid social.

The travel customer journey is long and consists of a lengthy awareness and consideration phase. KLM prioritizes cost-efficient acquisition channels throughout the customer journey. Video already plays a key role in this process, yet scaling video advertising on social media has been a challenge as there are multiple markets and hundreds of destinations in the mix.
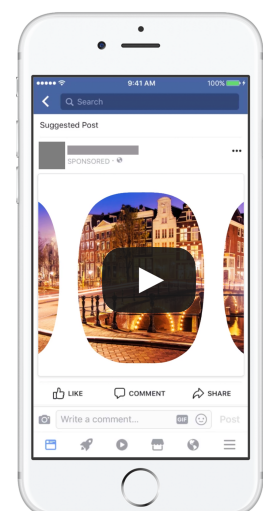
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We always offer a **14-day free trial** and no minimum contract period.
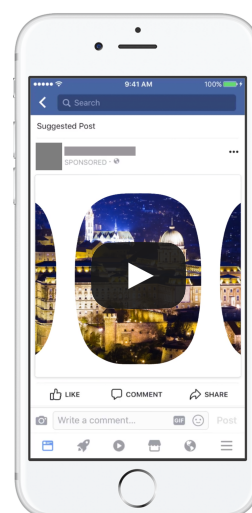
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Challenge

Personalization and automation are key components to scaling video advertising in a way that resonates with KLM's audiences. Manually creating hundreds of personalized video ads for different audiences wasn't feasible. KLM needed a solution that could turn their still assets into video ads in an automated manner.

KLM A/B tested ad sets with still images against ad sets with a combination of static and video. They saw a significant improvement in the performance of their sales campaigns when they combined video and static creatives in a single ad set. Video ads clearly drove ROI for the airline – now, they needed to find a way to automate asset creation to match their large destination catalog.
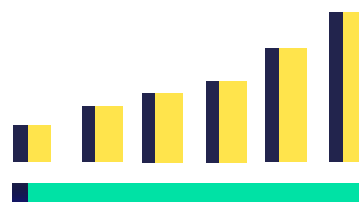
Solution

Smartly.io's Video Templates allowed KLM and their agency partner Storm Digital to take a proven concept and scale it across four test markets. Video Templates pulled creative components from a feed that consisted of destination information and images.

The campaign advertised ten most booked destinations in each market. These compact social videos were lightly animated to give a sneak peak of each city. The videos were introduced in and adapted for upper-funnel prospecting. Next, KLM aims to scale this tactic to other parts of the funnel, too.

Results

Adding video to the creative mix resulted in a clear lift in CTR's and upper funnel metrics.

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