



Travix – Rapid Growth With Dynamic Retargeting and Dynamic Image Templates

Vertical: Travel

Challenge:

Travix is a global online travel company operating in 28 countries from offices in the Netherlands, Germany, India, Singapore and the USA. With their 5 brands and an extensive portfolio of 35 websites they are market leader in several countries with brands such as Cheaptickets.nl, Vliegwinkel.nl and Budgetair.com. They help thousands of people daily to find the best flights. Travix was looking for a partner to help them with feed and pixel implementations and with marketing automation.

Smartly.io Solution

Smartly.io helped Travix implement feed-based retargeting on Facebook and move from FBX to Dynamic Ads for Products since it offers better omnichannel tracking possibilities than FBX. To make their flight ads look even more relevant and personal, Travix used Smartly.io's Dynamic Image Templates for mass customization. The feature renders up to millions of product images on-demand.

In addition, they utilized Smartly.io's Predictive Budget Allocation to optimize the budget distribution across ad sets and Ad Rotation to keep the ad creatives fresh.

In the future they are planning to implement all the latest feed-based advertising options with Smartly.io's technical help. In addition, a dedicated Account Manager frequently gives them optimization tips on taking their ad performance to the next level.

Results

With the help of Smartly.io, Travix increased their sales by 400% in six months (Jan – Jun, 2016).

"Smartly.io has been amazing during our global roll-out in over 28 countries, automating our social media activities has significantly decreased use of our FTE (full-time equivalent). Whether we're working in Singapore, Amsterdam or San Jose, Smartly.io's customer service really stands out in terms of response time, effectiveness and quality." – Jan Zwarthoed, Online Marketeer, Travix International

**We always offer a 14-day free trial
and no minimum contract period.
Contact us at info@smartly.io**

