skyscanner

Automates Growth with Smartly.io

Who?

Skyscanner is a global travel search engine that compares over 1000 airlines and millions of routes to find you the cheapest flights and best deals on hotels and car rentals, fast.

They're very experienced with Facebook advertising with a dedicated technical marketing team.

What they wanted?

Scale - Skyscanner was looking for new ways to scale social media marketing and radically decrease their manual workload.

Stability - They had stringent stability requirements, which Smartly was able to meet and exceed.

Service - As a demanding advertiser, Skyscanner needed technical experts that they can reach and rely on in even the most challenging situations.

Speed - Facebook marketing environment changes constantly and Skyscanner needed a partner who would keep pace with the new feature launches. Skyscanner also wanted advanced reporting exports and Smartly.io features such as DPA and Dynamic Image Templates.

Facebook® is a registered trademark of Facebook Inc.

skyscanner

What were the results?

By leveraging Smartly's Predictive Budget Allocation and Automated Page Post Promoting, Skyscanner significantly scaled its marketing activity and acquired new customers without increasing its workload as a result.

Marketing volume increased by a staggering 146 % without compromising the CPA: that decreased by 27 %*.

+146%

increase in marketing volume

27%

decrease in CPA

June, 2015 - August, 2015. Country: Spain

How?

Automatic optimization - Smartly.io helped Skyscanner automate campaign management with Predictive Budget Allocation. This minimizes the campaign CPA (cost per action) level automatically.

Predictive Budget Allocation continuously reallocates the campaign budget between ad sets to maximize the expected number of future conversions and minimize CPA level.
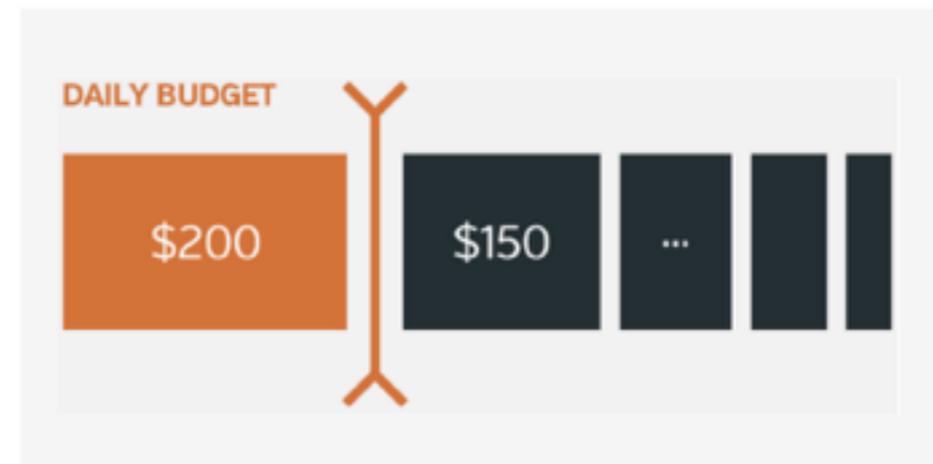
Workflow automation - Skyscanner also used Smartly's automated page post promotion feature. It enabled them to set performance rules to automatically promote the best posts from their Facebook page.

This helped automate manual work while driving cost per action down.

Learn More at www.smartly.io

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

"Smartly has been simply outstanding in our opinion. Their team is VERY technical, and is updating/adding features very frequently. We've been amazed by the speed and reliability of Smartly."

Filippo Ciurria
Senior Social Media Manager, Global Skyscanner

SMARTLY