



Case Study

Jazeera Airways

Learn how Amadeus helped the Kuwaiti airline drive flight bookings

About

Established in 2004, **Jazeera Airways** is a Middle East-based private airline with headquarters in Kuwait. The airline serves more than 60 destinations across the Middle East, Asia, Africa, and Europe.

Jazeera Airways has been an Amadeus Media Solutions customer since 2022, working closely with Amadeus to reach and connect with incremental passengers along their traveler journey, especially those searching for low-cost flight options and an enhanced passenger experience.

Goal:

Generate demand for Jazeera Airways' flights by launching an online media campaign across key markets.

As part of the campaign's goal, Jazeera Airways and the Amadeus team set an objective cost per acquisition (CPA) and cost of sales (COS).

CPA goal:
€9.50

COS goal:
2.5%



Strategy

Following a careful analysis with the client, Amadeus built a detailed media plan which specifically featured a performance-based online advertising campaign. As a travel tech leader, Amadeus leverages in-house tech capabilities to strategically place ads in front of high-intent travelers. In this instance, Jazeera Airways ads reached users who were browsing relevant non-travel websites or searching for flights on online travel agency sites with programmatic display advertising.

Campaign Length: 12 Months

Target Markets:



India



Egypt



Saudi Arabia



United Arab Emirates



Kuwait



Campaign breakdown:

- Amadeus kicked off the demand generation campaign for Jazeera Airways displaying static and rich media advertising banners.
- Then, leveraging Dynamic Creative Optimization (DCO) technology, Amadeus complemented the campaign on behalf of the airline, adding up-to-date information and messaging, such as the latest pricing and flight origin / destination details. DCO automatically makes ads more relevant and specific while allowing advertisers to reach their target audience at scale.
- All the ads showed Jazeera Air's logo and a direct call-to-action button, **"Book Now,"** prompting browsers to visit the airline's website and complete a purchase.
- To drive further interest and bookings, the campaign included retargeting, which enabled the airline to reach users who had visited its website but had not yet booked.

As part of Amadeus' continued campaign optimization, the team analyzed ongoing data and enhanced ad delivery in top performing markets throughout the campaign process.

Results

To track campaign performance, Amadeus gathers and monitors key metrics, including total bookings and the monetary value of each booking. The campaign garnered the following results:

- Impressions: Nearly 45M
- Conversions: Nearly 22,000 bookings

Additionally, Amadeus achieved a healthier CPA and COS than what were set as the initial goal. Lower figures mean that a target customer completed a booking at a lower advertising cost than what was previously established.

- Final CPA: €7.07 -> over €2 in savings per conversion vs. target goal
- Final COS: 1.97% -> over 20% lower than the target goal

Amadeus' proprietary technology allows for an in-depth campaign analysis, enabling clients to also learn what markets, timing, ad creatives, and device type provided the best results:

- Kuwait was the country with the most conversions
- When reviewing by seasonality, the highest number of impressions were generated during the month of May
- Smaller banner sizes recorded more conversions than larger banners

As of April 2023, Jazeera Airways continues to partner with Amadeus Media Solutions, and the CPA and COS of the latest campaigns continue to successfully decrease following further enhancements.





SCOTT FALCONER,
EXECUTIVE VICE PRESIDENT, MEDIA SOLUTIONS, HOSPITALITY, AMADEUS:

"We're pleased to partner with Jazeera Airways to help the airline stimulate flight demand with targeted messaging, reaching the right audience on the right channel at the right time. Backed by our proprietary data, digital marketing technology and media expertise, we enabled this valued customer to surpass its campaign objectives. We look forward to continuing our partnership with Jazeera Airways."



ANDREW WARD,
VP MARKETING & CUSTOMER EXPERIENCE, JAZEERA AIRWAYS:

"Amadeus is our trusted partner in powering online marketing campaigns. From strategy to delivery, Amadeus stayed close to our needs and ultimately helped us reach millions, and importantly brought the right quality of potential travelers into our purchase funnel. We gained bookings at a good CPA and COS while acquiring valuable insights into our performance-driven ad campaign."



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