

StackAdapt Helps Porter Airlines Fly High With Decreased CPAs



StackAdapt helps Porter Airlines decrease CPA by 35%.



5.1+ Million People

Identified by StackAdapt as actively showing intent to book a flight



30+ Native Networks

Largest access to native inventory (including: Google, Mopub, Teads, Sharethrough, and TripleLift)



35%

Reduction in CPA on flight bookings



Native advertising allowed us to increase bookings by communicating with our audience in a new way. StackAdapt is a great fit because it consistently delivers results and continues to help us understand our audience.

— SEM Analyst

Porter Airlines

About Porter



Porter Airlines has revolutionized short-haul flying with a warm and effortless approach to hospitality, restoring glamour and refinement to air travel. Porter is an Official 4 Star Airline® in the World Airline Star Rating®. They are based in Toronto, Ontario, Canada.

Campaign Background

Building on their in-flight magazine *re:porter*, Porter launched *re:view*, a lifestyle blog focused on everything travellers want to know about the destinations they fly to. Porter's goal was to leverage the new blog to increase flight bookings while simultaneously driving engaged visitors to their content.

Goal

The goal of the campaign was simple: fill more seats at the lowest cost. Porter's digital marketing team tested multiple paid channels to prove the blog's value and determine an ideal media mix based on CPA and traffic objectives.

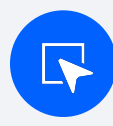
Execution

With the help of a dedicated Customer Success Manager, Porter's digital marketing team targeted prospective travellers looking to fly within their North American network with premium in-feed native advertising. Using machine learning and natural language processing, StackAdapt built a proprietary intent-based audience made up of people looking to buy flights on a rolling last 7 day basis.



Custom Segment

Pulled web visitors actively demonstrating intent to book a flight into a unique Custom Segment.



Native Scale

Targeted this audience with in-feed native ads across 55,000+ sites through 30+ supply sources driving traffic directly to the *re:view* blog.



Conversion Window

On average, people from the Custom Segment who clicked through on Porter's native ads returned to flyporter.com within 3-4 days to book a flight.

Result

StackAdapt's platform outperformed other paid channels like Google and Facebook to beat Porter's desired CPA target by 35%.