Mobile Marketing for the Tourism and Hospitality industry

Case Study
Introduction

Today, travelers have high expectations. They demand to ensure high comfort level, health safety measures and flexibility for bookings. Therefore, it is important to experiment and adapt the service to the new realities.

About 98% of travel enthusiasts look for information about hotels and airlines online, 69% of them – via smartphones. Moreover, during this pandemic, the daily mobile usage has increased by 40%. This opens a huge opportunities for businesses to reach out the right audience and target them with the relevant message through their mobile devices.

This study presents some of the Adello's best performing mobile advertising creatives and campaigns for the tourism and hospitality industry.

Adello
AI-powered Ad Performance
Ad Case 1: MBS

- Campaign goal: Brand awareness
- Campaign duration: 5 months
- Creatives: Swipe cube & Banner
- Location: Singapore
- Language: EN

Impressions delivered: 4m
CTR: 0.56%
Delivery: 100%
Ad Case 2: Expedia

- Campaign goal: Brand awareness
- Campaign duration: 12 days
- Creatives: Swipe cube & Banner
- Location: Singapore
- Language: EN
Ad Case 3: Hotel Suvretta House

- Campaign goal: Brand awareness
- Campaign duration: 2 months
- Creatives: Banner
- Location: Switzerland
- Language: DE

Impressions delivered: 180k
CTR: 0.42%
Delivery: 100%
The Most Successful Ad Units for the Tourism & Hospitality industry
The format offers the possibility to combine multiple creatives together in a rich interactive format.

**Rich media options**

- **Creative components**: 4 Frames
- **Format**: Rectangular: 300x250
- **Video options**: Max 1 video

**Deliverable specifications**

https://m.adctrl.com/ep0wdq
Hypercube – Interstitial

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

- Creative components: 4 Frames
- Format: Interstitial: 320x480
- Video options: Max 1 video

Deliverable specifications

https://m.adctrl.com/ep0wdq
Tiles Ad

A tile-based card that the user flips to discover more content

Rich media options

Creative components: 2 static images

Format: Rectangular: 300x250

Video options: No video

Deliverable specifications

https://m.adctrl.com/ep0wdq
Scratch Card

A winning ticket-like ad format where the User “scratches” the front page of the ad to unveil more content. Suitable for new and to-be-discovered products.

Rich media options

Creative components
- 2 static images:
  - Scratchable layer
  - Revealed layer

Format
- Rectangular: 300x250

Video options
- Max 1 video (on revealed layer only)

Deliverable specifications
https://m.adctrl.com/ep0wdq
Booklet Ad

A book-like ad format where the user is flicking through the pages to discover more content.

Rich media options

Creative components: 3 to 6 static images

Format: Rectangular: 300x250

Video options: Max 2 videos

Deliverable specifications

https://m.adctrl.com/ep0wdq
Interstitional video

Video auto-plays muted, optionally an audio toggle button can be added.

Rich media options

Creative components: 1 static image and 1 video

Format: Interstitial: 320x480

Video options: Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq

Demo
https://m.adctrl.com/t0aghk
Questions?
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