



How a leading low-cost airline improved conversions and ROAS using AI-backed Predictive Ad Audiences

“Insider has been an incredible platform for us so far. From the start, the integration of the platform into our existing web stack was mind-blowingly fast. Insider’s growth team immediately helped us identify the areas we needed to focus on to improve our margins. Plus, I really appreciate their know-how and expertise in the aviation industry, which was later proved to be exceptional with the results that we got. In 2 months, we saw a 16% increase in our ROAS and a conversion uplift of 93%. In the low-cost sector, this is a significant improvement, especially when you’re talking about improvements without any steep discounts or offers.”

Zeynep Nur Kaya

Digital Acquisition and Growth Marketing Specialist

About Pegasus Airlines

Since its inception in 1990, Pegasus has quickly become one of the largest low-cost airlines in Europe. With 20 years of experience in the airline industry Pegasus operates an affordable and flexible pricing policy that considers quality and customer satisfaction.

Using AI-backed segments to improve Return On Ad Spend (ROAS)

A horizontal dashed line consisting of 15 yellow rectangular segments.

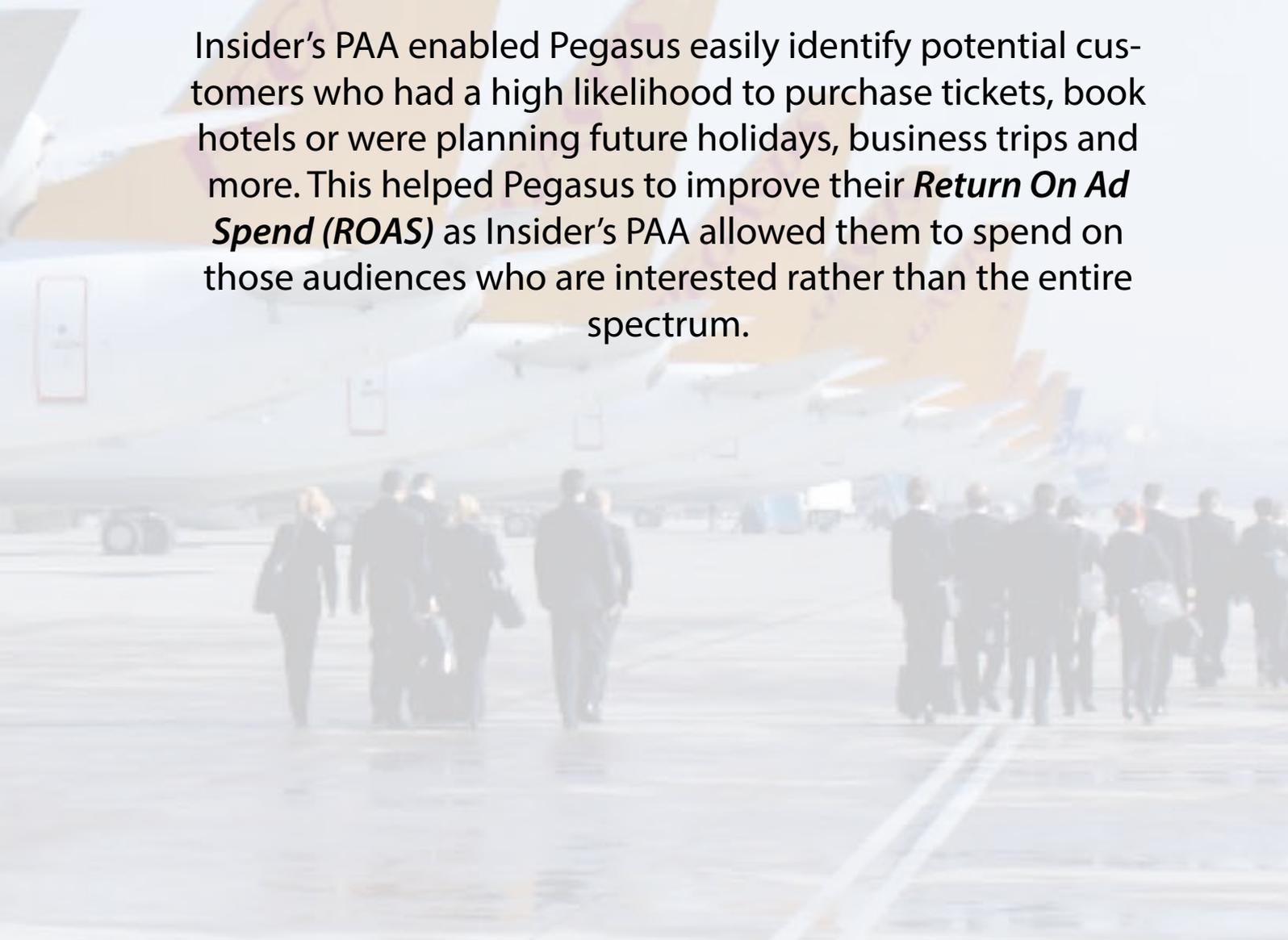
In the low-cost airline industry, the competition is intense and brands like Pegasus have to develop innovative solutions to maintain a favourable return margin. These cost optimization tactics are deployed across the entire airline operations as well as day-to-day operations.

One of the areas, where Pegasus expects to spend more is the usage of online advertising to acquire new customers or generate more revenue from existing ones. Therefore, it is imperative for Pegasus to have precise control over their digital advertising spend, so they could gain the most from every penny they spend.

Tapping into Insider's Predictive Ad Audiences

Pegasus tapped into Insider's Predictive Ad Audiences (PAA), which relies on machine learning algorithms and AI to create ready-to-use segments based on the future behaviours of visitors. Targeting only those visitors who are more likely to make a purchase in advertising channels allowed Pegasus to create tailored experiences that were meant to improve their Return On Ad Spend (ROAS) and conversions.

Insider's PAA enabled Pegasus easily identify potential customers who had a high likelihood to purchase tickets, book hotels or were planning future holidays, business trips and more. This helped Pegasus to improve their **Return On Ad Spend (ROAS)** as Insider's PAA allowed them to spend on those audiences who are interested rather than the entire spectrum.



Using Social Proofs to help customers make informed and swift purchase decisions

A lot of ticket purchases for Pegasus happen via mobile devices as most visitors barely have time to sit in front of a desk to book tickets and make reservations.

Insider's growth consultants and aviation industry experts suggested social proof for the mobile web to improve Pegasus' overall revenue from ticket sales, while providing customers with a more insightful experience.

The social proof implementation helped Pegasus display the number of seats left on a given flight, or the number of repeated bookings that took place for a flight and more. This created urgency and helped flyers to make more informed decisions while speeding up the path to bookings.

93.53% uplift in conversions for Pegasus

With the help of Insider's Predictive Ad Audiences, Pegasus' conversion rate saw an uplift of 93.53%. Also, their Return On Ad Spend (ROAS) increased by a whopping 16.34%.

Pegasus' team also improved their cost per transaction by 24.71% with the help of social proof notifications, and the customer acquisition cost (CAC) was significantly reduced in a span of just 2 months.



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