



**Phill Dangerfield,
Digital Marketing Manager
at Solmar Villas**

"The integrated and data-led approach tmwi have moulded our marketing strategy around has seen Solmar Villa's growth surge.

"With this growth comes additional investment and we plan to fully utilise learnings from our work with tmwi to bolster future activity.

"A huge thank you to the team for their continued support"



Travel Sector Case Study

We transform businesses through data-led marketing

What We Delivered



Paid Media



Programmatic



Re-targeting and TV sync

Challenges

When tmwi were first commissioned to help Solmar Villas, the company was in a challenging position, relying heavily on high-cost generic Pay Per Click (PPC).

With low share of voice in the travel sector, tmwi had to find new ways to capitalise on competitors' exposure and build an efficient marketing and media mix that would drive acquisition without reliance of generic PPC.

Planning

tmwi developed a new marketing strategy to utilise programmatic which reduced the reliance on expensive generic search term CPCs in the villa holiday category by driving users to search for Solmar as a brand.

This was achieved by using programmatic display to gain ultra-targeted reach within in-market segments, identified by tmwi's audience platform.

With the combination of an integrated brand PPC and display strategy, Solmar's attributed revenue and online presence has vastly improved whilst avoiding wastage in generic PPC.

Activity

tmwi utilised its data refinery to profile 127,000 IDs across 77 villa destinations and then tested performance of these against generic PPC.

The team researched search behaviour segments around villa holidays and other in-market signals to inform activity.

Integrated TV Sync was implemented to increase bids around competitor TV spots in lieu of Solmar's own TV campaign.

45%

of 2019 bookings achieved by Jan 2019

Re-targeting was also utilised with dynamic creative, tailored to the destination users who had browsed to encourage returning users and ultimately drive them to purchase.

In addition, high impact page skins were added to boost awareness and traffic for the January Sales.

Results

Phill Dangerfield, Digital Marketing Manager at Solmar Villas added, "We are extremely pleased with the outcomes of collaborating with tmwi. Our partnership will continue to grow as we develop our marketing plan further to include the latest methods, mediums and technologies available.

"With tmwi's insight, we have been able to truly revolutionise our marketing activity, we're excited for what the future holds."

34%

Less touch points

104%

Leads increase

154%

Revenue growth

*When display is running in conjunction with PPC