

Investment And Development Agency Of Latvia

How ADARA helped the Latvian IAA target in market travellers in specific regions and outperformed the key KPI by 110%

The Challenge

Latvia is an Eastern European country based on the Baltic Sea below Sweden & Finland. The Investment and development agency of Latvia (LIAA) serves as a one-stop-shop for foreign investors and buyers offering a broad range of services. Despite its rich culture and natural beauty, one of the main challenges the LIAA face is **building awareness of Latvia as a desirable travel destination** and inspiring people to visit on their next European break.

As a result the LIAA set out to create a campaign that would achieve the following:

1. Build awareness of Latvia as a destination
2. Promote its rich culture & Natural beauty
3. Inspire people to travel to Latvia

They needed to do this as efficiently as possible and aimed to drive highly qualified traffic to their educational and inspirational website, with a CTR goal of 0.1%.

At a Glance

- LIAA were looking to build awareness of Latvia as a destination
- Wanted to target in market travellers searching for holiday inspiration
- ADARA provided access to millions of in market travellers in specific regions
- Campaign outperformed key KPI of 0.1% CTR by 110% with CTR of 0.21%
- Outperformed key KPI by 310% in Germany and 220% in the UK

The Strategy

The LIAA had identified that one of the most efficient ways to influence travel destination choices was to **target in market travellers searching for their next holiday destination**. The key markets identified would be two major European travel origins, UK & Germany as well as the key neighbouring countries - Norway, Sweden, Estonia, Finland, Lithuania and Norway.

This was a simple and potentially effective strategy, however accessing this target audience is not straightforward and in order to achieve their goals, they would need to partner with an expert in travel data and campaign delivery.

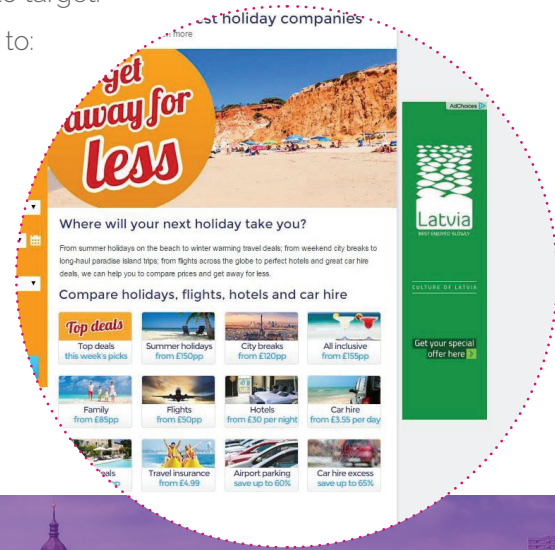


Why ADARA?

ADARA is the world's travel data co-op and has relationships with more than 175 trusted travel brands across the globe including many of the leading airlines, hoteliers, GDSs and OTAs. ADARA's suite of products gave the LIAA access to the millions of in market travellers they were looking to target.

Using ADARA's Magellan travel intelligence platform, the LIAA were able to:

- Ensure that each impression is shown to a traveller that we know shows intent or interest to potentially travel to Latvia.
- Geo targeted main key countries: UK, Germany, Finland, Norway, Sweden, Lithuania, Estonia. Each with its own language landing page.
- Used a three pronged approach to build awareness, promote and motivate travel to Latvia:
 1. Display formats, promoting the Latvian cultural experiences
 2. Pre-roll video, showcasing how nature had inspired Latvia's cultural soul
 3. Social Media



The Results

Post campaign analysis showed we were catching travellers in the early stages of searching and planning, mainly from ADARA's various airline partners.

ADARA outperformed the key KPI by 110% with a very high CTR of 0.21% (21,032 clicks.)

In the two 'non local' target markets; Germany and the UK,

ADARA outperformed the key KPI by 310% and 220% respectively.

Germany	0.41%	(+310%)
United Kingdom	0.32%	(+220%)
Norway	0.22%	(+120%)
Sweden	0.22%	(+120%)
Finland	0.16%	(+60%)

"ADARA were crucial to the success of this campaign. Their unrivalled access to high quality travel data was invaluable and the ongoing campaign optimisation and account management we received was first class. As a result, we significantly outperformed our KPIs and we are already planning our next campaign with ADARA..."

Egita Klavina,
Tourism Marketing Senior Expert,
Investment and Development
Agency of Latvia



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