Success Story

How momondo increased ROAS utilizing Adphorus' predictive optimization engine Marvin

Travel search engine momondo finds and compares billions of prices on flights, hotels and travel deals.

momondo was launched in 2006 and has been recommended by international media, such as the New York Times, CNN, NBC, CBS, The Daily Telegraph, and The London Sunday Times, as well as the legendary travel guru Arthur Frommer. momondo has won several awards, including a flight comparison test in 2012 by Stiftung Warentest, Germany's independent product and services review.

GOAL

momondo's main goal was increasing their conversions through Facebook and Instagram while reaching their ultimate ROAS targets.

CHALLENGE

momondo was already using Marvin, to optimize their campaigns by providing their Target CPA. Hence, they were able to reduce their costs and increase ROAS significantly.

However, ROAS numbers are not always 100% correlated to CPA metrics due to conversions having variable revenue streams. Thus, it was clear that momondo had room for even better results in terms of ROAS.
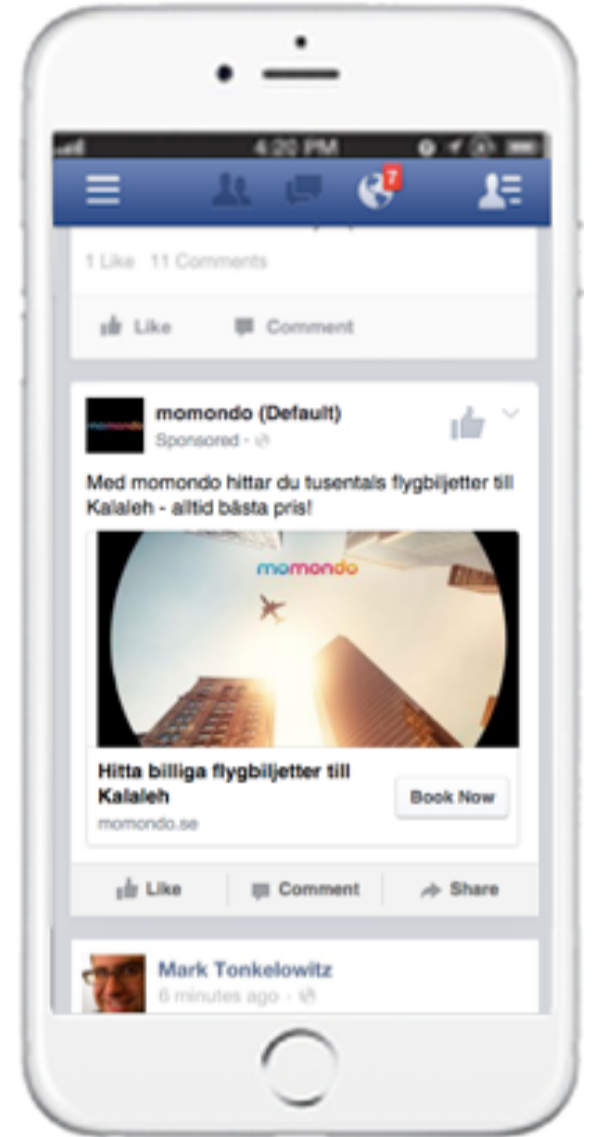
Optimize for Target ROAS

Our Data Science team's new version of Marvin enables users to set a Target ROAS instead of Target CPA. This helps advertisers to maximize revenue within their daily budget while ensuring their ROAS target is met.

momondo went live with a DPA test campaign by providing Marvin with their Target ROAS instead of a Target CPA to see uplift.

RESULTS

Compared to the uplift that Marvin previously brought with a Target CPA, optimising for ROAS resulted in even further upside in performance.

ROAS (Return over Ad Spend)
48% higher

Conversion rate
34% higher

> The possibility to feed revenue into Adphorus' algorithmic optimization helped us achieve excellent results and improve ROAS in a way that could be scaled to other markets. We have been very satisfied with Adphorus' know-how and understanding of our business, as well as with their proactive approach.

Camilla Moe Bogen, **Global Head of Social Media , Momondo**