

Different Roads maximize full-funnel performance with Google & Facebook ad synergies

CASE STUDY

DIFFERENT ROADS

Different Roads is an **online travel agency created in 2009** by a team of enthusiastic travelers who decided to make their passion for **getting to know the world a way of life**. They **create and sell 'craft trips' to help travelers** discover the secret corners of popular destinations at competitive prices, meeting new friends along the way.

3 years of consistent growth

Now into their third year of working with Paragone, Different Roads' business has grown, evolved and flourished as a result.

With summer 2019 on the horizon, **Matias Gaffoglio** (Chief Marketing Officer at Different Roads) knew **continued innovation in acquisition strategy** was needed to ensure sustained growth. While Facebook ads had been showing positive results since 2017, Matias knew that simply reproducing the same campaigns every year was not going to deliver the results they needed.

Matias turned to his Paragone Account Manager for ideas on ways to innovate and increase the number of trip bookings for summer. With technical know-how and expertise across channels, the team at Paragone recommended a strategy to scale up Different Roads' investment on Google, **combining the strength of Facebook and Google Search** to better reach and convert prospects through the full funnel.

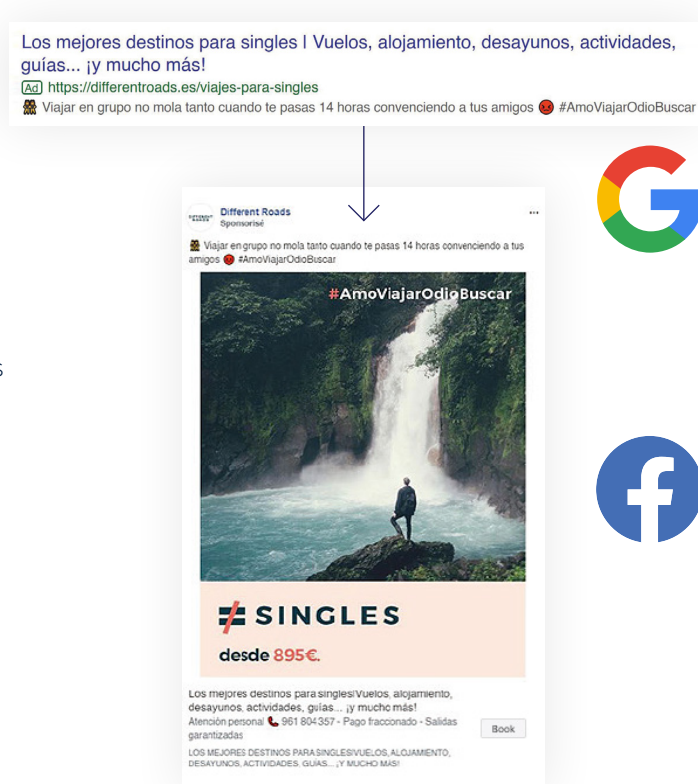
Promotion

The 2019 strategy included generic campaigns offering prospective travelers the opportunity to "find your trip for the summer", as well as campaigns based on **specific destination cities**. Top-of-funnel traffic campaigns began on Facebook in February, targeting broad audiences based on interests. Then, in early April, testing began on targeting specific keywords in Google Search ads, associated with the Different Roads deals and tied to the ads on Facebook. After limited success with this keywords approach, the Paragone Managed Service team turned to **Dynamic Search Ads (DSA)**.

Google Dynamic Search Ads (DSA), combined with Facebook

Shoppers turn to Google Search to refine their options and find the offers that **best correspond to their needs**. Built with this in mind, Dynamic Search Ads is an innovative tool that creates **greater relevance for users by dynamically** pulling in part of the user's search query into the heading of the search ad.

For Different Roads' summer campaigns, DSA proved to be a game changer! Having seeded specific vocabulary and offers on Facebook, their cross-channel strategy focused on **creating a net between Facebook and Google Search to capture a maximum number of conversions** from travelers moving between the two networks.



The cross-channel strategy featured:



A Facebook and Google DSA campaign for each travel destination. Throughout the presummer period, in order to prioritize packages where it was most needed, Different Roads would increase the budget on different destinations on Facebook. This often translated into increased conversions of those destinations on Google.



Cross-network retargeting, both using warm Facebook audiences to retarget on Google and vice versa. This meant that the campaigns across channels were tightly integrated, ensuring Different Roads were able to better leverage touch points across the buying journeys of prospective travelers.



The use of the cross-channel reporting features in Paragone, which allowed the teams running the campaigns to keep track of both Facebook and Google performances in the one place. By slicing and dicing the data based on audiences, creative and key performance metrics, they were able to optimize the campaigns on the go for even better results.

The results

By combining their Facebook and Google Search acquisition strategies, Different Roads have seen:

x2

OVERALL PURCHASES
for the same period between 2018 and 2019 when combining the results of Facebook and Google campaigns.

-30%

OVERALL CPA
since 2017 when combining the results of all campaigns on both channels.

In addition:

x8

TRIPS BOOKED THROUGH GOOGLE

-73%

CPA COMPARED TO 2018 CAMPAIGNS

10.3%

CTR

For the DSA on Google, suggests that prospects found the ads very relevant, owing to both the dynamic nature of the ads and the multiple touch points across Google & Facebook.



Matias Gaffoglio, Chief Marketing Officer at Different Roads.

"Ever since we started working with Paragone, our advertising performance and business growth has been on an upward trend. Paragone brings continuous innovation and growth to our business. We were very impressed with the results of the 2019 campaigns. It's clear that there are so many complementarities between ads on Facebook and Google, and the expert team at Paragone knew exactly how to leverage the strengths of each network to deliver amazing results."