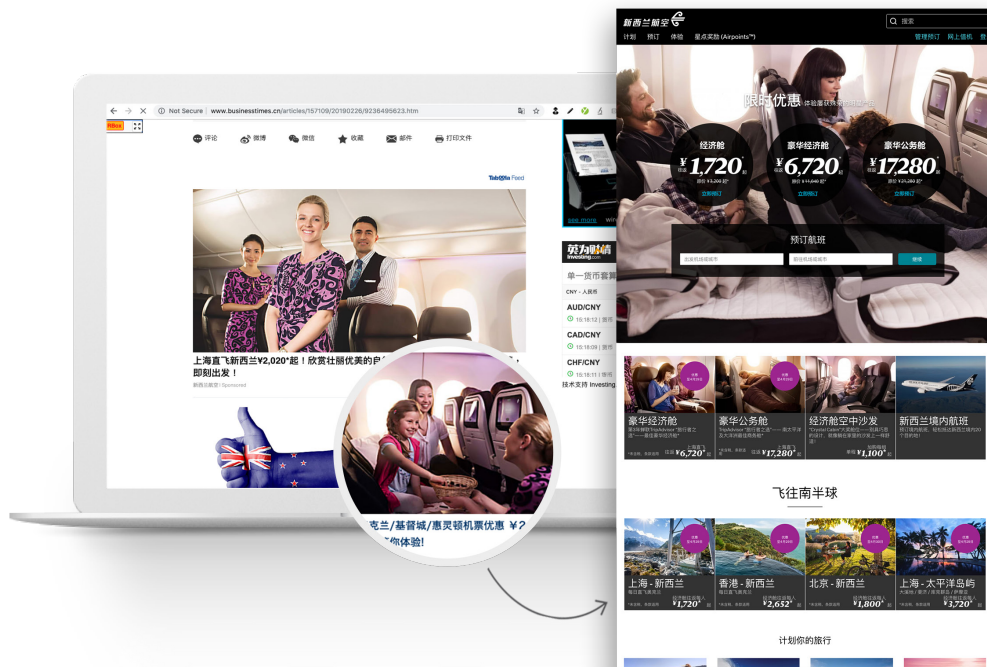




Air New Zealand China Sees 120% ROI with Taboola Sponsored Content



Air New Zealand China Used Taboola's Discovery Platform to Reach New Audiences at the Moment of Next

Air New Zealand China wanted to grow interest in their flight offerings between Shanghai and more than 20 New Zealand domestic destinations.

In order to do so, they needed to reach a new audience—they wanted to reach and target not only local Chinese residents, but also expatriates living and working in China.

Targeting this expanded audience group would support their goals of driving more traffic to their site, as well as boosting online ticket sales directly on the official **Air New Zealand** official website.

To reach these goals, **Air New Zealand China** launched “A Better Way to Fly.” This marketing campaign ran in China and offered three promotions—direct price discounts on **Economy, Premium Economy and Business Premier** airline tickets, which could be purchased on the official **Air New Zealand** website.

They ran a sponsored content campaign on **Taboola's** Discovery Platform, which helps people all over the globe explore what's interesting and new.

The platform serves over one billion unique users each month through exclusive relationships with thousands of premium digital properties, mobile carriers and device manufacturers.



Air New Zealand Sees a High Flight Search Rate with Taboola Sponsored Content Campaign

Advertisers use **Taboola** to promote their brand at the moment in which their audience is most receptive to new messages, products and services.

For **Air New Zealand China**, this drove measurable results—with **Taboola**, **Air New Zealand China** attracted **600+ visitors** and **10+ flight searches a day**. This totals a **120% ROI each month**.

They were able to accomplish this by working with the **Taboola** team to consistently optimize using a large pool of creatives—in this case, headline and image combinations—to generate purchase intent.

Air New Zealand China is working to expand their **Taboola** campaigns to reach brand awareness goals, for which they will leverage **Taboola** Video and **Taboola's** Data Marketplace.