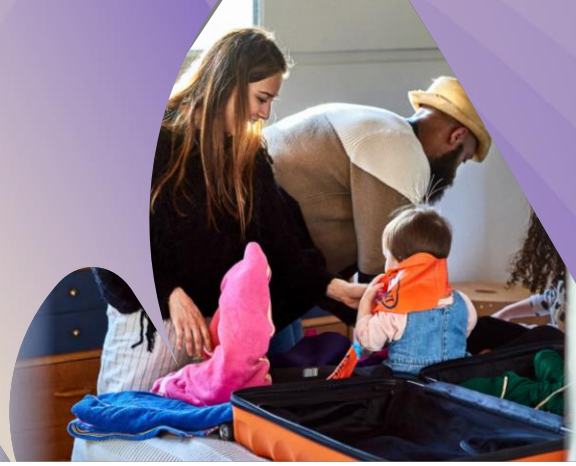


Almundo

Travel

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Search Ads

Almundo's strategic campaigns drive 152% increase in conversions during Cyber Week

The goal

Almundo, a leading travel agency platform in Latin America, offers a comprehensive range of travel services, including packaged tourism, hotel, cruise, flight, and rail ticket bookings, along with personalized service through various channels.

In October 2023, the week leading up to the presidential election saw a surge in sales as many consumers made early purchases to avoid potential price increases.

This unexpected boost created a challenge for Almundo, making it difficult to meet sales targets for the upcoming season.

Based on the improved conversion rate during the pre-election period, Almundo aimed to further increase conversions while maintaining cost efficiency.

The solution

New assets were uploaded within the always-on campaigns, and daily budgets were increased. Additionally, seasonality adjustments were implemented.

These updates led to an effective increase in spend, since conversions went up. With a +104% increase in spend, conversions went up +102% WoW. What's more, Conversion Rate also increased +51%, with only a +4% increase in CPA

"Microsoft Advertising contributed to the overall growth of web conversion. We obtained a good conversion rate compared to other channels and, as we added new types of campaigns based on the recommendations obtained by Aleph, we increased the level and quality of transactions."

Victor Rodriguez Herrero
Paid Media Coordinator
Almundo

The results

Due to the effective optimization of the campaign, Almundo achieved a +104% increase in spend and a +102% surge in conversions week-on-week. As a result, Almundo increased their investment in Microsoft Advertising by 110% during Cyber Week, achieving a 152% increase in conversions, with minimal impact to the cost per acquisition (CPA).

152%

Increase in conversions

6%

Increase in conversion rates



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