StackAdapt helps Porter Airlines decrease CPA by 35%.

5+ Million People
Identified by StackAdapt as actively showing intent to book a flight

30+ Native Networks
Largest access to native inventory (including Google, Mopub, Teads, Sharethrough, and TripleLift)

35% Reduction in CPA on flight bookings

Airlines advertising allowed us to increase bookings by communicating with our audience in a new way. StackAdapt is a great fit because it consistently delivers results and continues to help us understand our audience.

— SEM Analyst
Porter Airlines

Goal
The goal of the campaign was simple: fill more seats at the lowest cost. Porter’s digital marketing team tested multiple paid channels to prove the blog’s value and determine an ideal media mix based on CPA and traffic objectives.

Execution
StackAdapt helps Porter Airlines decrease CPA by 35%.

Porter Airlines has revolutionized short-haul flying with a warm and effortless travel experience, restoring glamour and refinement to air travel. Porter is an Official 4 Star Airline® in the World Airline Star Rating®. They are based in Toronto, Ontario, Canada.

Building on their in-flight magazine re:porter, Porter launched review, a lifestyle blog focused on everything travellers want to know about the destinations they fly to. Porter’s goal was to leverage the new blog to increase flight bookings while simultaneously driving engaged visitors to their content.

Custom Segment
Pulled web visitors actively demonstrating intent to book a flight into a unique Custom Segment.

Native Scale
Targeted this audience with in-feed native ads across 55,000+ sites through 30+ supply sources driving traffic directly to the re:view blog.

Conversion Window
On average, people from the Custom Segment who clicked through on Porter’s native ads returned to flyporter.com within 3–4 days to book a flight.

Result
StackAdapt’s platform outperformed other paid channels like Google and Facebook to beat Porter’s desired CPA target by 35%.

About Porter
Porter

Campaign Background
Porter Airlines

Contact your StackAdapt Representative to get started.