StackAdapt helps Porter Airlines decrease CPA by 35%.

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

**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.

With the help of a dedicated Customer Success Manager, Porter's digital marketing team targeted prospective travellers looking to fly within their North American network with premium in-feed native advertising. Using machine learning and natural language processing, StackAdapt built a proprietary intent-based audience made up of people looking to buy flights on a rolling last 7 day basis.

**Execution**

StackAdapt helps Porter Airlines decrease CPA by 35%.

**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%.

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**About Porter**

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 re:view, 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.

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**Contact your StackAdapt Representative to get started.**