



GetYourGuide

CASE STUDY



The Objective

GetYourGuide is an online travel agency and online marketplace for tour guides and excursions. The Berlin-based brand is on a mission to change how the world travels, and transform ordinary trips into extraordinary ones. Users can explore more than 60,000 guided tours and iconic attractions in more than 150 countries across the world through the GetYourGuide website or mobile application.

As GetYourGuide looked to expand their footprint in the North American market, they began exploring advertising approaches that aligned with their mission.

The Solution

Knowing that Viasat Ads provides unique access to valuable travel audiences through its innovative ad products that offer passengers free inflight Wi-Fi sessions in exchange for brand interactions, GetYourGuide reached out to Viasat Ads for help in building greater brand awareness with North American travelers.

GetYourGuide ran a Viasat Ads Sponsored Wi-Fi campaign, presenting airline passengers with a short video advertisement to watch in exchange for a free in-flight Wi-Fi session. Upon completion of the video, passengers were redirected to the GetYourGuide website to explore available activities.

For select, high priority destinations, GetYourGuide utilized Viasat Ads's route-based targeting capabilities to deliver unique, destination specific creative to travelers bound for those destinations. These destination-specific campaigns delivered travelers to interact with GetYourGuide landing pages specific to that destination.

Generic creatives



Destination Targeted creatives - Chicago





The Results

GetYourGuide's Viasat Ads destination-specific inflight campaign delivered significant brand exposure and direct sales to GetYourGuide across the North American travel routes featured in the campaign. The destination-targeted GetYourGuide ads were able to deliver a significant improvement in CTR and transaction volume over standard creatives, delivering a 30% increase in average order volume.

Products used

Viasat Ads Sponsored Wi-Fi

Sponsored Wi-Fi engage passengers with high-impact video content provided by the advertiser in exchange for a free in-flight Wi-Fi session. After watching the full video, passengers are redirected to the webpage of the advertiser's choice.

About Viasat Ads

Viasat Ads leverages Viasat's global in-flight connectivity network to deliver premium advertising experiences at scale. With access to over 250 million passengers annually across leading global airlines, Viasat Ads enables brands to reach travelers en route to 400+ destinations. With immersive ad formats, real-time delivery, and route-based targeting, advertisers can connect with verified, human audience, when passengers are most engaged.

Global headquarters

6155 El Camino Real, Carlsbad, CA 92009-1699, USA

U.S. Sales

EMAIL advertising@viasat.com

WEB www.viasatads.com

