

NORWEGIAN AIR

Driving Real-World Actions with Machine Learning-Powered Digital Advertising

Advertiser Objective:

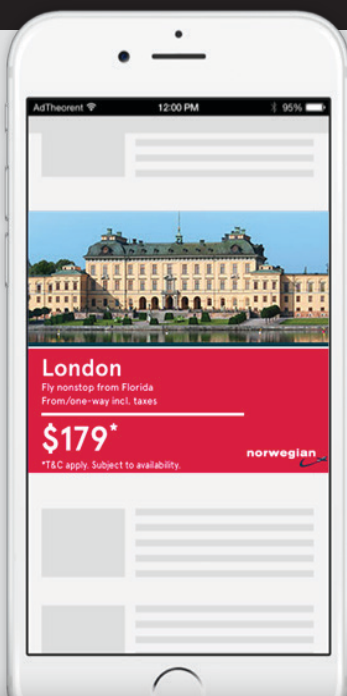
Norwegian Air partnered with AdTheorent to drive new ticket bookings via Norwegian.com. The airline was also looking to raise awareness in key markets about the “World’s Best Long-Haul, Low-Cost Airline” brand campaign.

Advertiser Solution:

AdTheorent developed custom machine learning models to target consumers within Norwegian’s key markets who were deemed most likely to complete a booking. Leveraging impression-level conversion information, AdTheorent’s data science team used real-time feedback to optimize campaign delivery.

Campaign Results:

The campaign exceeded Norwegian Air’s goals, delivering a cost per booking CPA that was 170% lower than the CPA goal.



“Norwegian’s goal with many advertising campaigns is similar: **to drive ticket bookings** via the Norwegian website and we always have specific geographies that we target based on flight routes and bookings goals. What’s unique about AdTheorent’s approach is its ability to drive efficiency by identifying and targeting only the users most likely to take the desired action of booking a flight among all users within Norwegian’s targeting parameters. **AdTheorent developed custom Machine Learning models around our objectives and used learnings and data throughout the campaign to optimize toward our desired outcome, which delivered stand-out performance.**”

Airlines must use smart advertising tactics to engage customers who are the most likely to book flights. AdTheorent’s machine learning and predictive targeting capabilities enabled us to spend our limited advertising dollars more efficiently by rapidly identifying opportunities to optimize where and how our brand was positioned to the most qualified buyers.”

MARINA SUBERLYAK
Head of Marketing North America, Norwegian