

Viasat Advertising

GetYourGuide

CASE STUDY

The objective

GetYourGuide is the leading online marketplace for unforgettable travel experiences. Travelers use GetYourGuide to discover and book more than 75,000 of the best and most unique activities in more than 150 countries across the world — including guided tours by local experts, culinary excursions, cooking and craft classes, skip-the-line tickets, as well as exclusive bucket-list experiences.

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 Advertising 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 Advertising for help in building greater brand awareness with North American travelers.

GetYourGuide ran a Viasat “watch” 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.

Generic creatives



Destination Targeted creatives Chicago





For select, high priority destinations, GetYourGuide utilized Viasat Advertising'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.

The results

GetYourGuide's Viasat Advertising 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 Advertising "Watch" Campaign

"Watch" campaigns 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

Viasat is the global communications company that believes everyone and everything can be connected. For more than 30 years, Viasat innovations have helped shape how consumers and businesses communicate, powering millions of critical connections on land, in the air, and at sea. **Our high-capacity satellite network delivers a quality broadband internet experience in the hardest to reach places on earth, and unlocks new engagement opportunities for advertisers.**

Global headquarters

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

U.S. Sales

TEL +1-415-4-VIASAT (842728)

EMAIL advertising@viasat.com

