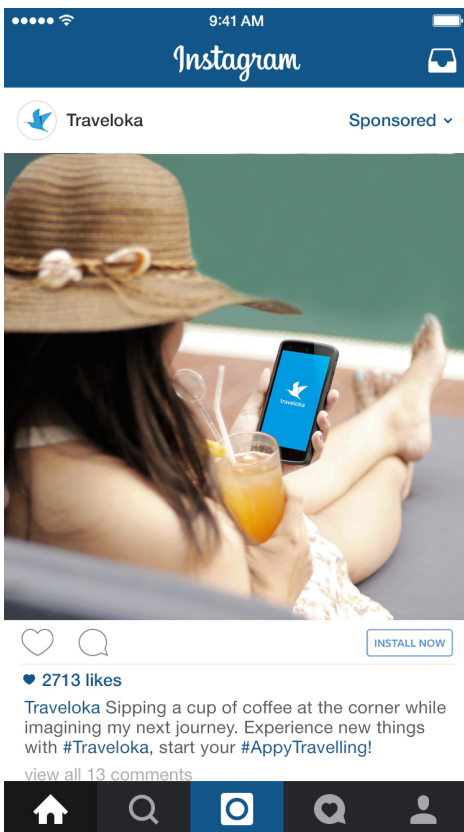


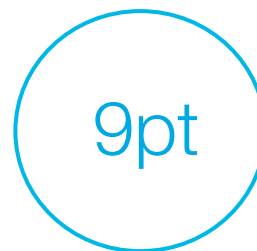


Adventure Awaits

The Indonesian travel brand used a winning combination of link ads and mobile app install ads for its direct response campaign, achieving a 13.7% click-to-install rate.



lift in ad recall



lift in brand favorability among women



click-to-install rate

STORY

Hassle-free holidays

Based in Jakarta, Traveloka is a travel brand that aims to make traveling hassle-free, affordable and smooth sailing for on-the-go Indonesians. People can book flights or hotels through its website or mobile app.

GOAL

The perfect companion

Traveloka wanted to be seen not just as a bookings portal, but also as the ideal travel partner throughout a trip. It wanted to reach young Indonesians, drive them to its website and encourage them to install its mobile app.

SOLUTION

Inspiring action

Traveloka's Instagram campaign kicked off in October 2015 with link ads to drive its audience to its website and create initial awareness. This was followed by an extensive mobile app install campaign to prompt people to install its app.

To inspire people to take a specific action within Instagram, the brand partnered with Facebook Creative Shop to create a suite of images based on what Indonesians are passionate about. Drawing on local insights, the photos depicted Indonesians living a mobile lifestyle and using the Traveloka app in relatable situations. The ad copy encouraged people to "start their #AppyTravelling" by planning a trip with Traveloka's app and included calls to action like "install now".

To ensure that it was reaching the right people, Traveloka used lookalike audiences to target people who resembled existing app users and customers who had made a travel booking in the past month. It used device targeting to tailor the ad content to people based on their usage of Android or iOS.

The well crafted campaign achieved a 13.7% click-to-install rate and a 23-point lift in ad recall, which is 3.8X higher than Nielsen's average and 1.4X higher than Instagram's average. Showing its app being used in a relevant context to the the right people helped Traveloka raise brand awareness and drive both website traffic and app installs.

“As one of the largest platforms in Indonesia, Instagram helps us reach and engage with different types of audiences. Using quality visual creative to demonstrate our key product features has proven to be exceptionally effective at driving ad recall, relevant brand metrics and installs for the Traveloka app. Instagram is now an important part of our core digital strategy.”

Darwin Soesanto
Digital Marketing
Traveloka