

Leeds Bradford International Airport Case Study



Client Overview:

Leeds Bradford International Airport is the largest commercial airport operating in Yorkshire and the UK's 17th busiest airport, handling 2,574,426 passengers in 2009 and serving flights to destinations including Islamabad, Amsterdam and New York on Airlines including Ryanair and KLM.

Situation:

Car parking is one of the airport's largest revenue streams and maximising revenue per passenger is critical to business success. Competition to sell parking to the passengers travelling through Leeds Bradford International Airport is fierce. Aggregators & affiliates as well as a large local alternative car park compete with Leeds Bradford International Airport for search rankings, traffic & bookings.

Search Star was appointed in March 2009 to manage the PPC for the airport car parking. Previously the PPC was managed by a local agency.

Action:

Search Star rationalised the existing campaigns ensuring that relevant messages appeared for all the booking orientated phrases and cut out the mass of irrelevant messages that were being pushed out to non-travellers. Consequently there was an immediate increase in efficiency (reduced cost per booking) and in effectiveness (increased bookings per passenger).

To assist tracking and ROI accountability we ensured all traffic was fully tracked in Google analytics with goals and conversion funnels set up as well as direct conversion tracking installed.

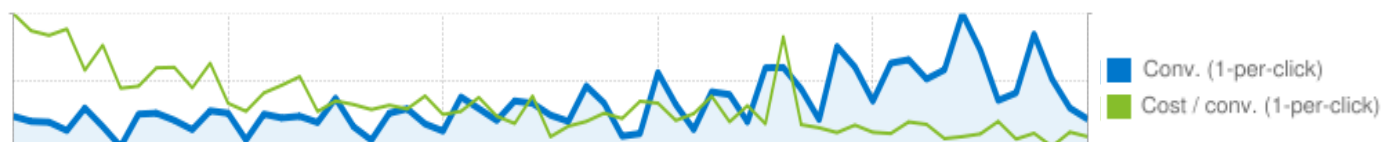
In addition we rationalised the budget allocation on Google and expanded activity across Yahoo & MSN (now Bing) to ensure maximum coverage and bookings. Search Star now also runs contextual and remarketing activity for the airport to maximise presence and direct bookings.

Result:

The cost per booking fell 21% month on month and online direct bookings leapt 75%. The increase in bookings and reduction in cost per sale has been sustained with 2010 YoY direct bookings increased by +20% at a 24% lower cost per sale.

* Based off Jan-Mar 2010 vs. Jan-Mar 2009. Volcano ash disrupted Apr-July '10 data comparison.

Figure 1. Line graph showing number of clicks & cost/conversion from January 2009 to September 2010



Client Quote:

“Search Star does an excellent job at maximising our parking revenue & ROI. I've used several PPC firms in the past & they compare favourably. I would (& have) recommend them”

-Ian Smith, Business Development Manager, Leeds Bradford Airport

