

# CASE STUDY ON FAIRFLY

## Premium Airfare Savings Platform

20%  
Lower CPI

31%  
Lower CPA

×7.3  
App Engagement

“MindAd Media has the ability and skill to work holistically across multi-digital channels translated into significantly better results and lower acquisition costs... They also truly understand the inner soul and pains of the entrepreneur.”

**Gili Lichtman**  
Co-Founder & VP Marketing |

### ABOUT

MindAd Media is a digital marketing boutique that helps startups to generate rapid and sustainable growth during their early stages and beyond

FairFly's proprietary algorithm automatically maximizes airfare savings on already-booked airfares, delivering offers customized to meet personal or company preferences

### CHALLENGES

- Exploring and reaching new potential audiences
- Targeting owners of premium itineraries to download the app and enhance uploading ratio
- Decreasing the cost of active user acquisition

### STRATEGY

- Market analysis of air travel savings platforms
- Defining target audiences applying unique product values
- Dedicated tailor-made creatives by ad segmentation groups
- Generating a growth plan strategy for every media channel

### ACTIONS



Targeting global users with premium itineraries



A/B testing optimizing towards CPA goal with best performing ads



Launching new creatives for best converting selected audiences



Focusing on popular social channels: Facebook & Twitter



Ongoing cross-platform budget allocation during all campaign stages

### RESULTS

The MindAd Media team successfully achieves FairFly's CPA goal after one week of activity, effectively leveraging campaign performance challenges to target and convert global users with premium itineraries. FairFly's digital media costs were reduced significantly during the campaign while driving mass increase in the number of premium customers on their app.