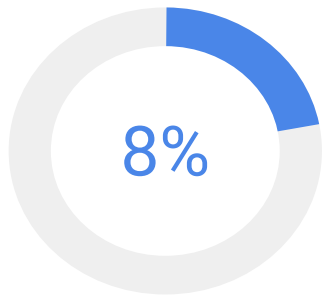
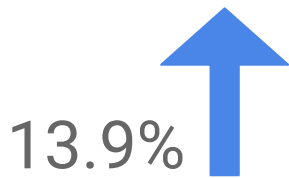




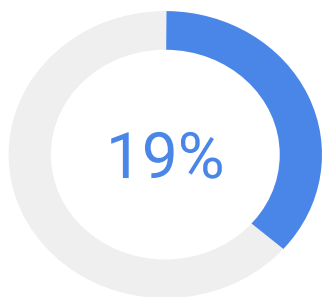
JumpFly implements new Display strategy for **TopBusinessClass**



Reduction in Costs



Increase in Conversions



Reduction in CPA

*Time Frame: January 1 to May 24, 2017

Conversions Take OFF with Display for **TopBusinessClass**

Would you like to fly in luxury? **TopBusinessClass** focuses on providing an exclusive experience to travelers across the country with their unique pricing and availability options. Business and first class tickets to Asia, Europe, the Middle East and more, are up to 70% off, with a pricing guarantee and dedicated travel experts for all clientele.

Secured in the Window Seat as Display Starts to Taxi out of the Gate

On the digital marketing front, competition was fierce. **TopBusinessClass** needed an experienced partner to optimize their digital marketing dollars. Partnering with **JumpFly** in 2013, JumpFly Account Manager Michael Marchese devised their Google Strategy around Search, with a limited amount of Display advertising. Over time it became clear that maintaining consistent lead flow was challenging due to high click costs in Search.

In February of 2016, they rebranded themselves under the **TopBusinessClass** domain, with an entirely new website. This gave Marchese a chance to devise a new strategy with the idea that Display could provide a defined audience.



Case Study: *TopBusinessClass*

Landing Gear Down as the Runway Approaches

The newly devised plan for growth would include multiple Google Display opportunities:

1. Traditional Display
2. Remarketing
3. Topic Display
4. In-Market
5. Content Keywords
6. GSP

“Working at JumpFly has provided a strong level of expertise in the world of digital marketing. The competitive nature of our business made having this strong partner vital to a positive outcome.” - Andrey Gromov, TopBusinessClass Owner

“TopBusinessClass has made the management of their lead’s campaigns more effective due to the level of communication we have. Data sharing and routine collaboration has been a tremendous asset in the management of his account.” - Michael Marchese, JumpFly Account Manager

JumpFly Implements Ticket to Success

Michael began utilizing the six Display options. They were also able to leverage the original Google Adwords audience lists through the shared remarketing list feature of the MCC.

Display text ads impressions rose 130%, providing the proper exposure for both branding and leads, and generating a 161% increase in conversions year-over-year*.

Routine dialog between Michael and the client determined that there needed to be added information about lead quality. JumpFly created a script to add additional information about placements which allowed Michael to further refine targeting. Google Display began to deliver on both quantity and quality. They had found the way to increase visibility, create brand awareness and secure more opportunity for sales.

First Class Results at Coach Prices, Come Fly with Us

In most cases, people would select a larger seat, free food, dedicated attention and their very own pillow and blanket. However, these comforts come at a cost often too high for the everyday traveler.

Search was that first class ticket, still a worthwhile investment overall, but with a price tag to match. Google Display however enables **TopBusinessClass** to experience the luxury of additional leads at a cost per conversion down 19% in 2017 over the same time frame* in 2016.

“Welcome Aboard”

*Time Frame: January 1 to May 24, 2017



Case Study: TopBusinessClass