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Tom De Bens
Media Supervisor



ABOUT GOOGLE ADWORDS

Google AdWords is currently used by thousands of businesses worldwide to gain new customers in a cost-effective way. AdWords use keywords to precisely target ad delivery to web users seeking information about a particular product or service. The program is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information on launching your own campaign or getting expert help, visit <http://adwords.google.com>.

Media 8 saw a 5x increase in return on its AdWords investment for Mexicana Airlines using local targeting.

Business

Media 8, a leading Hispanic full-service interactive agency, develops Internet marketing solutions to help companies build brands, drive sales and establish innovative ways to conduct business on the web. Among the top Interactive agencies focused on the U.S. Hispanic and Latin American markets, Media 8 represents clients such as AOL Latino, Telemundo, AUDI, Hertz, Symantec, Starwood and other Fortune 500 brands. Media 8 Digital Marketing has won numerous awards for its Internet-based marketing campaigns.

Approach

As one of Media 8's oldest clients, Mexicana Airlines relies on the agency to boost sales of airline tickets to U.S. Hispanics and tourists. Based on several years of successful experiences with Google search advertising, Media 8 Media Supervisor Tom De Bens recommended using AdWords as a cornerstone of Mexicana's online marketing strategy. “We started out with Mexicana using a mix of both Overture and AdWords,” says De Bens. “But now the majority of Mexicana's budget for online marketing to U.S. customers goes to AdWords, because of its proven reach and effectiveness.”

Media 8 first set up AdWords campaigns using general travel-oriented keywords in both Spanish and English. This was successful, but De Bens and his team knew they could optimize returns even further. They began targeting keywords in both languages geographically and seasonally. For instance, they focused on businesspeople in New York who needed tickets to Mexico City year-round. During spring break, De Bens targeted students looking for inexpensive trips to resort towns like Cancun. De Bens and his team devised keywords that would appeal to travelers located within a 250-mile radius of every airport Mexicana serves.

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Results

Once Media 8 began targeting Mexicana's AdWords campaigns to local departure cities based on seasonal trends, results skyrocketed. The time period from October 2004 to October 2005 illustrates just how powerful local targeting on AdWords can be. During this time span, the number of impressions jumped sixfold, and clickthrough rates improved by 2.5 percent. Conversion rates improved dramatically as well, and the cost of acquiring each customer plummeted by 32 percent.

“Based on phenomenal results with AdWords, Mexicana now spends 40 percent of its overall online marketing budget with Google,” says De Bens. “AdWords is by far the airline’s top source of customer conversions.”

In the year following the introduction of local targeting, Media 8’s efforts spurred an increase in ticket purchases almost 12-fold. Overall, Mexicana achieved a fivefold increase in return on investment from its AdWords campaigns.

“Local targeting using AdWords is a goldmine for clients like Mexicana,” says De Bens. “As far as customer conversion—concrete sales and net revenue—there’s no better online advertising tool.”

