

Adello

Mobile Marketing for the Tourism and Hospitality industry

Case Study



Introduction

Today, travelers have high expectations. They demand to ensure high comfort level, health safety measures and flexibility for bookings. Therefore, it is important to experiment and adapt the service to the new realities.

About 98% of travel enthusiasts look for information about hotels and airlines online, 69% of them – via smartphones. Moreover, during this pandemic, the daily mobile usage has increased by 40%. This opens a huge opportunities for businesses to reach out the right audience and target them with the relevant message through their mobile devices.

This study presents some of the Adello's best performing mobile advertising creatives and campaigns for the tourism and hospitality industry.

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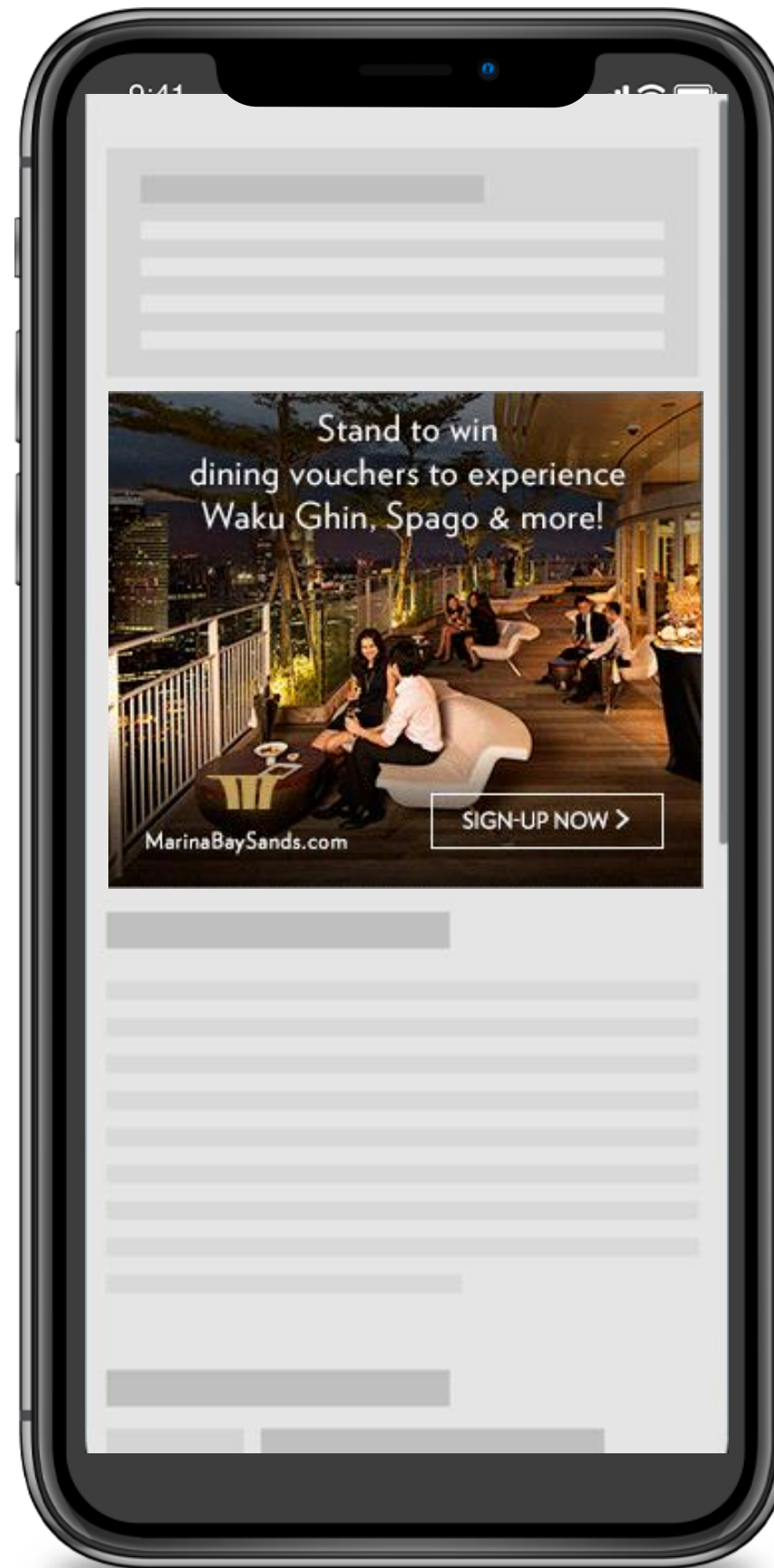
AI-powered Ad Performance

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Ad Case 1: MBS

- Campaign goal: Brand awareness
- Campaign duration: 5 months
- Creatives: Swipe cube & Banner
- Location: Singapore
- Language: EN

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4m

**Impressions
delivered**

0.56%

CTR

100%

Delivery

Ad Case 2: Expedia

- Campaign goal: Brand awareness
- Campaign duration: 12 days
- Creatives: Swipe cube & Banner
- Location: Singapore
- Language: EN

Adello



539k

**Impressions
delivered**

0.39%

CTR

100%

Delivery

Ad Case 3: Hotel Suvretta House

- Campaign goal: Brand awareness
- Campaign duration: 2 months
- Creatives: Banner
- Location: Switzerland
- Language: DE

Adello



180k

**Impressions
delivered**

0.42%

CTR

100%

Delivery

The Most Successful Ad Units **for the Tourism & Hospitality industry**

Adello

Demo



- <https://m.adctrl.com/eo1fm6>



Hypercube

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components	4 Frames
Format	Rectangular: 300x250
Video options	Max 1 video



Deliverable specifications
<https://m.adctrl.com/ep0wdq>

Demo



- <https://m.adctrl.com/odolno>



Hypercube – Interstitial

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components	4 Frames
Format	Interstitial: 320x480
Video options	Max 1 video



Deliverable specifications
<https://m.adctrl.com/ep0wdq>

Tiles Ad

A tile-based card that the user flips to discover more content

Rich media options

Creative components

2 static images

Format

Rectangular: 300x250

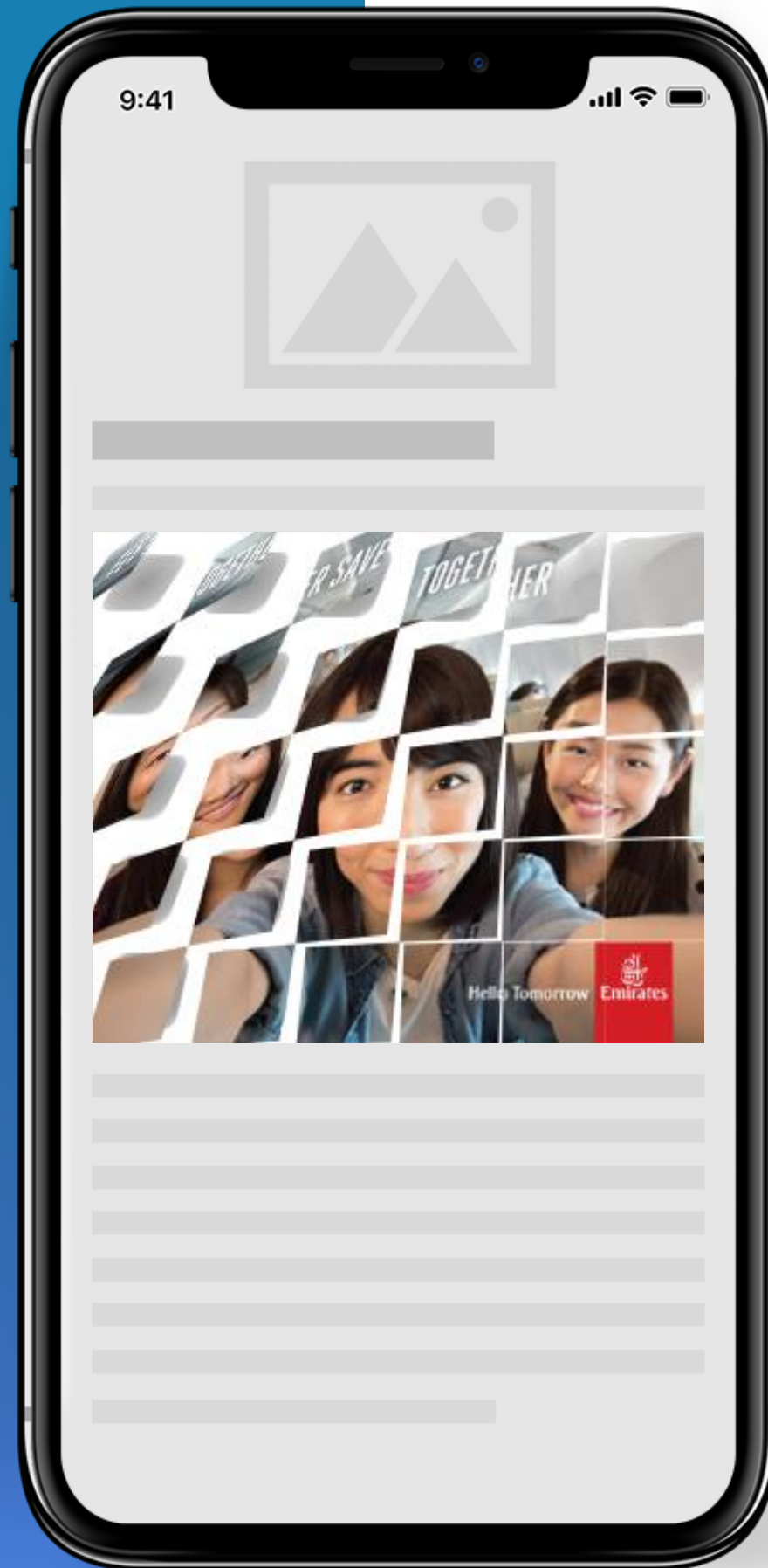
Video options

No video

Demo



- <https://m.adctrl.com/jb8qyn>



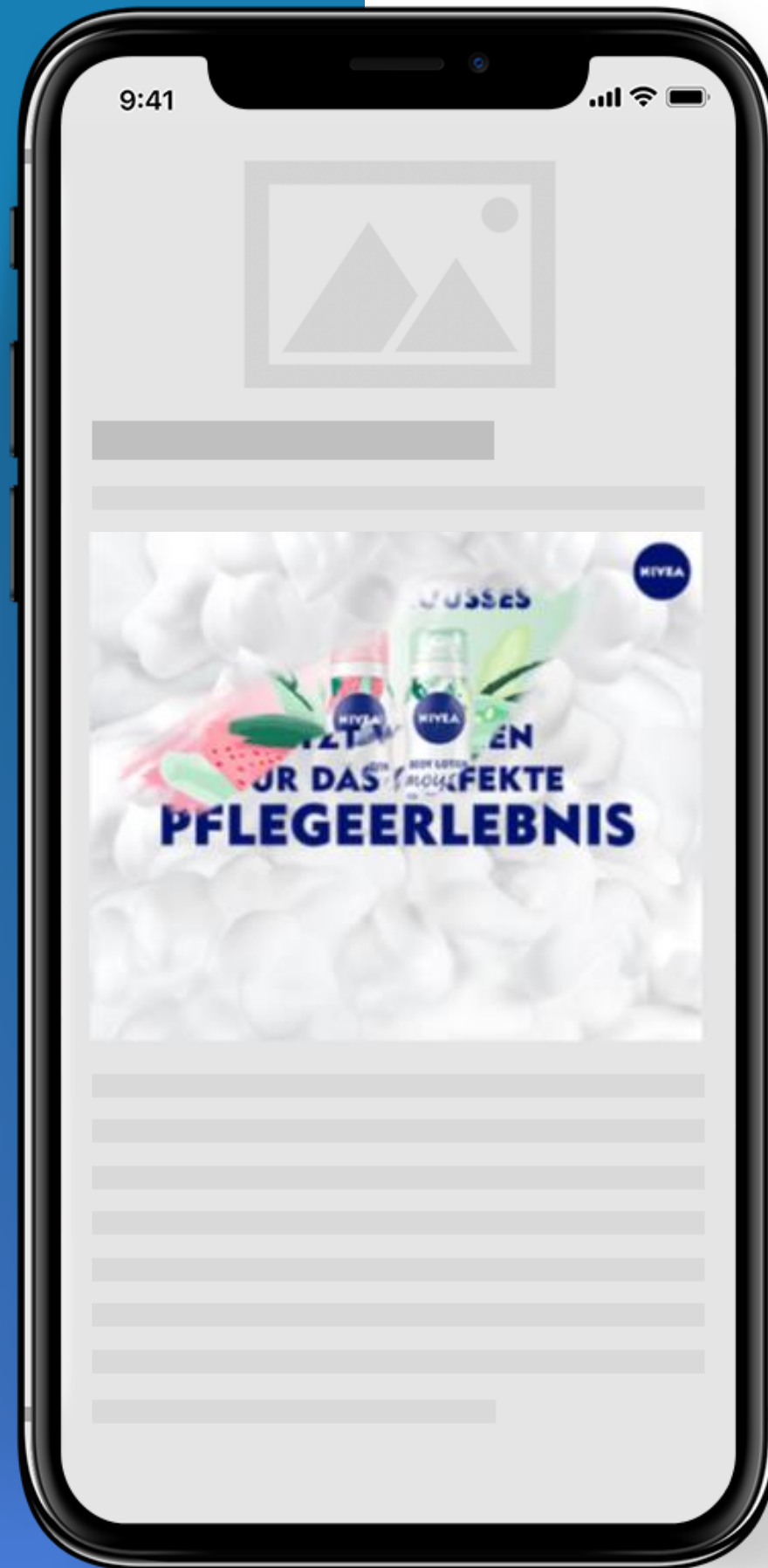
Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/gv39kc>



Scratch Card

A winning ticket-like ad format where the User “scratches” the front page of the ad to unveil more content. Suitable for new and to-be-discovered products.

Rich media options

Creative components

2 static images:

- Scratchable layer
- Revealed layer

Format

Rectangular: 300x250

Video options

Max 1 video (on revealed layer only)



Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Booklet Ad

A book-like ad format where the user is flicking through the pages to discover more content.

Rich media options

Creative components

3 to 6 static images

Format

Rectangular: 300x250

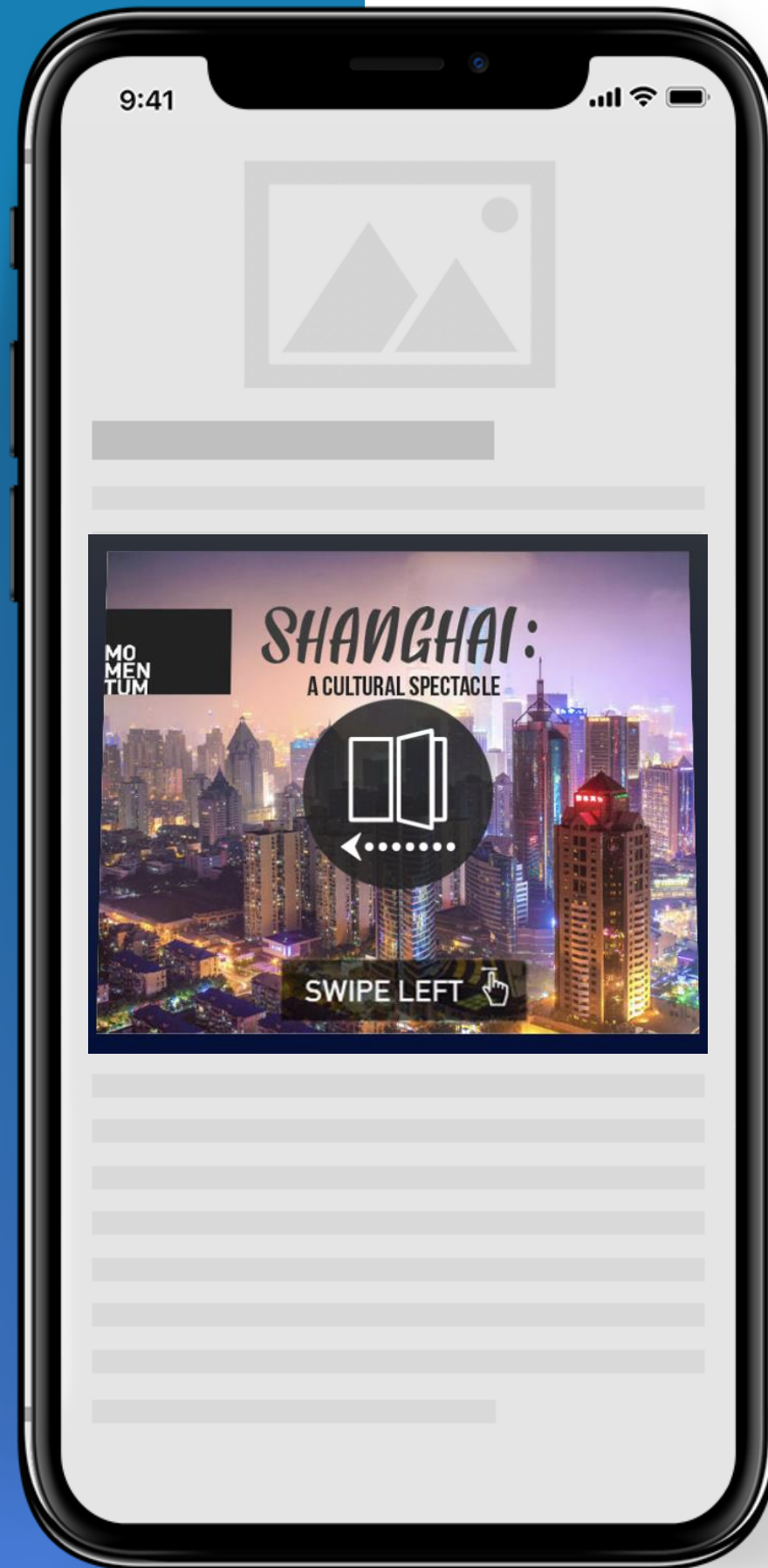
Video options

Max 2 videos

Demo



<https://m.adctrl.com/daia6a>



Deliverable specifications

<https://m.adctrl.com/ep0wdq>

Demo



<https://m.adctrl.com/t0aghk>



Interstitial video

Video auto-plays muted, optionally an audio toggle button can be added.

Rich media options

Creative components	1 static image and 1 video
Format	Interstitial: 320x480
Video options	Max 1 video



Deliverable specifications

<https://m.adctrl.com/ep0wdq>

**Questions?
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