

Slashing acquisition costs for The Travel Franchise.

The Travel Franchise is one of the UK's leading travel franchises, providing the training, tools and support for people looking to start their own travel business.

We partnered with The Travel Franchise to support their huge growth targets alongside their ambition to diversify into new channels across paid media whilst simultaneously lowering customer acquisition cost. Minimal creative testing or optimisation had been performed to date, which was a key component of our strategy. An iterative approach to creative testing across all channels drastically improved creative performance.



What we did

- ◆ Full account restructures
- ◆ Considered expansion of channels
- ◆ Migration to smart bidding model
- ◆ Bidding modelled to focus on high value customers
- ◆ Full creative strategy, design and iterative testing strategy

The results

Once we took over the account, we implemented an account restructure and best practices across the channels.

In doing so, we were able to lower CPAs and this has resulted in an **increased conversion volume of 155%**, whilst maintaining spend and quality of conversions.

155%

INCREASE ↑
IN LEADS

104%

INCREASE ↑
IN CONV. RATE

53%

DECREASE ↓
IN CUSTOMER
ACQUISITION
COST

WHAT THE CLIENT SAYS

// They feel like a genuine extension to our team!

We've been working with Bind Media for the past year and it has been one of the easiest decisions. We clicked with them right away and they haven't disappointed. They understand the business, are quick to respond and deliver great results. We've managed to optimise our campaigns and are seeing excellent sales numbers.



Jenny Farenden, Head of Franchise Marketing
The Travel Franchise