brussels airlines

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ONLINE SALES SOAR BY 420% FOR BRUSSELS AIRLINES

OVERVIEW

Brussels Airlines want their customers to 'Click, book and fly!', and enlisted iCrossing to help more people do just that. Using an integrated natural and paid search marketing campaign, iCrossing generated a 420% increase in bookings across Brussels Airline's portfolio of European websites - a 26:1 return on investment after only six months.

OBJECTIVES

Brussel Airlines saw a massive opportunity to generate new revenue, by increasing their visibility in Google and other top search engines. They wanted to be found at the top of listings for popular travel search terms, to accelerate the number of customers clicking through to their sites, and to increase online bookings across all their key European websites. The online campaign needed to appeal to existing customers as well as new ones.

SOLUTION

Our approach was to create an integrated natural and paid search marketing campaign across Europe, taking in the main site www.flysn.com and country sites in Belgium, Germany, Sweden, Denmark, France and Italy.

The campaign targeted three key areas: content, search engine accessibility, and link equity (the number of appropriate incoming links). Our research identified a comprehensive list of search terms related to Brussels Airline's key flight paths and products, and we heavily promoted these terms as part of an aggressive search engine optimisation strategy.

Our paid search campaigns gave Brussels Airlines instant visibility. Meanwhile, accessibility and link equity were improved to bolster natural rankings, and optimised content was created for destination guides. These guides provided ideal arrival points for visitors, and were specially designed to improve conversions to booking. Where the guides didn't exist before, iCrossing sourced the relevant information, wrote and translated copy and built the pages.

RESULTS

Our analysis of new customer leads and the number and value of online conversions enabled us to show the real value generated by the campaign:

- Brussels Airlines enjoyed a 420% increase in bookings and a phenomenal return on investment of 26:1
- 141% increase in top 10 rankings across all Brussels Airlines websites led to a steep rise in visitor numbers
- Since the campaign started, natural search has generated a 103% increase in revenue, and paid listings a 266% rise

The campaign continues and there is still a great deal of potential to increase revenues and improve the online brand reputation for Brussels Airlines. Both iCrossing and Brussels Airlines are delighted with the early results.

WORKING TOGETHER

"I'd like to congratulate iCrossing for the fantastic results the campaign has generated. The return on our investment is proof that we chose the right search agency and we are pleased to share our success with them." Audrey Benoit, eQuality & Performance Manager at SN Brussels Airlines.

ABOUT BRUSSELS AIRLINES

Brussels Airlines is the new Belgian full-service airline based in Brussels offering its customers a gateway to Europe, Africa and the US. The company, which employs more than 2,160 people, guarantees more than 285 worldwide flights, on time, every day. In 2004 Brussles Airlines was acclaimed 'Brussels Tourism Ambassador' and it has won the Skytrax Airline Excellence Award for excellent service throughout its customers' travel experience.