

Luxury Escapes takes flight with Unified ID 2.0 strategy to discover new travel audiences

CASE STUDY

Advertiser  LUXURY ESCAPES

Methods Unified ID 2.0, Audience Predictor, Lookalike audience strategy



RESULTS

276%
higher conversion rate

4.75x
higher return on ad spend

78.3%
lower cost per action

THE CHALLENGE

EMBARKING ON A JOURNEY OF FIRST-PARTY DATA

Luxury Escapes, an Australian-based online travel agency that offers its 7 million global members exclusive luxury travel experiences, is always searching for ways to continue its rapid growth. Luxury Escapes therefore wanted to explore new data-driven methods to reach net-new customers. It found that The Trade Desk was its go-to in leveraging its most valuable first-party data set – customer relationship management (CRM) data. The Trade Desk introduced Luxury Escapes to the industry-backed identity solution, Unified ID 2.0 (UID2), an open-source identity framework that aims to give advertisers more steering power over their data compared to third-party cookies and aims to give consumers more control over how their data is shared.

With UID2, advertisers create a unique, pseudonymous UID2 identifier built from hashed and salted email addresses or phone numbers, allowing them to maintain current media strategies without the use of cookies. This offered Luxury Escapes a solution that enables data portability; aims to provide greater personalisation in a privacy-conscious manner; and helps extend its reach across a wide variety of devices and the fastest growing channels on the open internet, including websites, mobile apps and streaming platforms that are integrated with UID2.

THE SOLUTION

PAVING THE WAY FOR PRIVACY-CONSCIOUS, LOOKALIKE AUDIENCES

By onboarding its CRM data with UID2 onto The Trade Desk, Luxury Escapes was able to use a strong seed audience – the brand's existing audience to chart a course for a lookalike (LAL) strategy, effectively reaching highly relevant and net-new territories.

The LAL strategy was enhanced with The Trade Desk's Audience Predictor, which uses its Koa™ artificial intelligence to identify data segments that share traits with Luxury Escapes' first-party audience. The automation of LAL targeting was the team's compass to a sophisticated, budget-friendly way to reach exactly the right audience of net-new consumers.

THE RESULTS

THE AUDIENCE PREDICTOR AND UID2 TAKE FLIGHT

Luxury Escapes measured the effectiveness of UID2 by comparing two ad groups — one based on CRM data with UID2 and the other consisting of website purchasers based on pixel data.

By directly comparing these two groups across a variety of conversion metrics and countries, Luxury Escapes discovered that the UID2-powered CRM LAL audience performed better across the board.

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Country	Increased CVR % (vs. Pixel LAL)	Higher ROAS % (vs. Pixel LAL)	Lower CPA % (vs. Pixel LAL)
Australia	276%	4.75x	78.3%
New Zealand	61%	14.93x	38.5%
Singapore	94%	2.99x	54.2%
United States	438%	9.02x	83.1%

In Australia alone, the company recorded a 276% higher conversion rate (CVR), 4.75 times higher return on ad spend (ROAS) and 78.3% lower cost per action (CPA).

In addition to consistently better performance, the UID2-powered LAL audience delivered an aerial view of seed users across various platforms, including connected television. The solution also included users who took the route offline, providing a broader pool of seed audiences. And because active email addresses are persistent identifiers that don't expire, it provided a longitudinal view of individual users.

These factors are like a first-class upgrade to using seed audiences based on pixel data to generate LAL audiences.

DIGITAL INNOVATION IS THE ULTIMATE DESTINATION

As the sun is expected to set on third-party cookies, the obvious next stop for Luxury Escapes is to continue to aim to future-proof its business with a privacy-conscious identity framework like UID2.

This journey also enabled the company to optimise its first-party data by taking the road less travelled in the digital landscape. It grew its revenue and created valuable LAL audiences in a cross-section of international markets. With Luxury Escapes' global success, more businesses can consider taking the same trip with UID2 to refresh their digital strategy.

TESTIMONIAL

“Identifying data segments that share multiple traits with our existing members – The Trade Desk's Audience Predictor enables us to do that. And when we tested it with UID2, return on ad spend increased significantly. And we've now got very promising outcomes in our international growth markets.”

Emily Finlay,
Digital Ads Manager,
Luxury Escapes