

# Aer Lingus

## Direct Messaging Campaign

### Campaign

**Target Audience:**

- Adults 18-54 years
- Android smartphone users nationwide.
- ABC1 users
- Those who travelled abroad in the last 6 months.

### Brief

**Brief: Aer Lingus Flash Summer Sale:**

This was a short term special offer where Aer Lingus wanted to reach a large number of potential customers in one day. 3Media was the delivery mechanism for this campaign, sending the SMS on July 19th. This gave users who received the message one week to follow up on the offer, which ended on July 25th.

### Solution

**Direct Messaging/ Behavioural Targeting:**

3Media recommended SMS with a smartlink to the Aer Lingus mobile site. We targeted adults from 18-54 nationwide. We targeted smartphone users as a key part of this campaign was driving visits to the Aer Lingus Mobile site. We then layered this audience with behavioural targeting, concentrating on ABC1 users who had travelled to Europe in the last 6 months. 3Media worked as one of the delivery mechanisms for Aer Lingus, alongside other advertising channels, which contributed to the overall campaign.

### Result

**Target Delivery = 24K SMS**

**Target CTR: 1.3%**

**Actual Delivery = 27K SMS**

**Actual CTR: 4.1%**



3Media's direct messaging solution has proved a quick and effective means of engaging with a highly qualified audience, enabling the delivery of an impactful message with a clear call to action that has yielded strong campaign results for Aer Lingus

- Helen Furlong, Digital Marketing Manager, Aer Lingus.

