CASE STUDY

Travel Marketplace

United States

A leading flight and holiday-hotel marketplace with an established position in its home markets. To enter the United States, where the pitch is simple (the deepest discounts on flights), the client trusted Z2A Digital to launch and scale a brand-new TikTok acquisition channel from zero.

CHALLENGE

The client arrived in the US with a strong proposition and no TikTok presence to build on. The task was to stand up the channel, find the audiences that would convert, and bring the cost per acquisition down to a scalable level, all while introducing American travelers to a brand they'd never heard of.

Z2A's approach

STRATEGY

Go broad to build the audience and the signal

We launched against broad audiences with upper-funnel objectives (traffic, views, engagement and reach) to seed the channel and learn fast, leading creative with the news of the new US site and flight discounts. As the channel found its footing, CPA fell by half.

Narrow onto intent, optimize for conversions

With the audience built, we narrowed onto audiences built on interests and search behavior, shifting optimization toward conversions and sharpening creative around price. CPM dropped sharply and CPA fell again, without losing volume.

Earn trust, then convert the audience we'd built

By week four we had a warm audience of site visitors and engaged viewers. We layered in reputation and trust creative and activated a retargeting ad group from everything the campaign had collected, delivering the best week yet and the lowest CPA of the engagement.

Results

Five weeks, launch to close

-79%
Cost per acquisition

4.7x
Weekly conversions, launch week to peak week

-28%
Blended CPM vs. launch week

CPA & volume evolution, weeks 12–16

