

## CASE STUDY

# CheapCaribbean.com Maximizes Vacation Bookings with Similar Audiences for Search

Relaxing getaways on the white sands of Saint Thomas or bustling beaches of Cancun often start with travelers wading through the jungle of travel options online. Today's travelers [invest a lot of time researching](#) their trips, and they expect brands to [be there throughout the decision-making process](#).

[CheapCaribbean.com](#) is an online travel agency that specializes in luxury vacation packages for travelers looking to visit the Caribbean, Mexico, and Central America. Finding success in the competitive travel space and looking to grow its business, the brand turned to similar audiences for search (SAS) to find new customers similar to past visitors and buyers.

## CheapCaribbean.com finds more fish in the sea

Aided by [PMG](#), its digital marketing agency, CheapCaribbean.com set out to test SAS, which helps advertisers reach qualified potential customers that resemble those on existing [remarketing lists](#). SAS enables businesses to connect with new audiences that are likely to be interested in its products or services.

“Similar audiences allowed us to expand the reach of our RLSA programs to entirely new users.”

— Gabi Jackson, Account Manager at PMG



## About Cheap Caribbean

- CheapCaribbean.com offers package vacations, in-depth content on hotel properties and destinations, insider tips, and authentic user reviews.
- Headquarters: Dallas, TX
- [www.cheapcaribbean.com](#)

## Goals

- Reach new customers
- Increase bookings

## Approach

- Tested similar audiences for search
- Tailored bids for users similar to its best customers
- Used cross-device conversions to measure performance

## Results

- 256% increase in click-through rate (CTR)
- 7% increase in conversion rate (CVR)
- Over 20% of all non-brand transactions now come from similar audiences for search



By using [aggressive audience bid](#) adjustments, CheapCaribbean.com raised its search profile, helping the brand stand out in a crowded marketplace. “We’ve had tremendous success with our RLSA campaigns, and we’re thrilled that we could replicate that performance with similar audiences for search,” said Jereme Carlisle, senior analyst of marketing analytics and strategy at CheapCaribbean.com.

In addition, CheapCaribbean.com saw nearly twice as many cross-device conversions for SAS compared with its non-audience campaigns. This cross-device data made the brand more comfortable with running higher SAS bid modifiers than it would otherwise.

### CheapCaribbean.com cruises to strong results

After testing SAS over a period of several weeks, CheapCaribbean.com saw strong results, including a 256% increase in CTR and a 7% increase in CVR.

“Similar audiences allowed us to expand the reach of our RLSA programs to entirely new users. Now we can reach more engaged and qualified groups of new customers, leading to a 256% increase in CTR while still maintaining a strong intent to convert,” said Gabi Jackson, account manager at PMG.



256%  
increase in CTR



7%  
increase in CVR



20% of all  
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CheapCaribbean.com reports that over 20% of its non-brand transactions now come from SAS. Moving forward, the brand plans to experiment with destination-specific audiences to provide savvy travel shoppers with tailored offers for their favorite vacation spots.