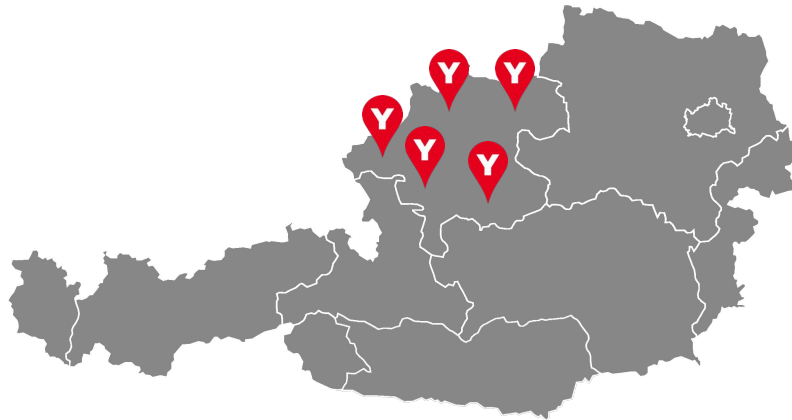




# Turkish Airlines - B2B Flughafen Linz

Tourism | Partner | Austria | 2019 DEC - 2019 JAN



## CAMPAIGN OBJECTIVES

Boost **brand awareness** for Turkish Airlines among business travellers in the Upper Austrian region. Create awareness of flight plans between Linz Airport and Turkish destinations.

**Target** specifically business travellers and business class prospects. **Retarget** those users in order to get their interests on tempting offers.

Beyond Location. Precise Audience

**YOOSE**

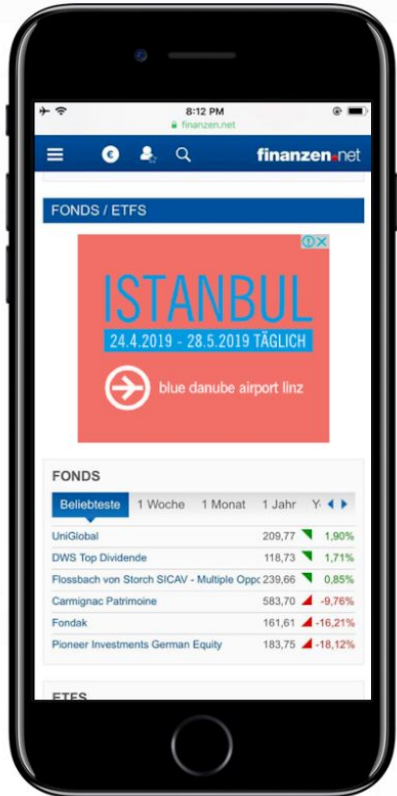
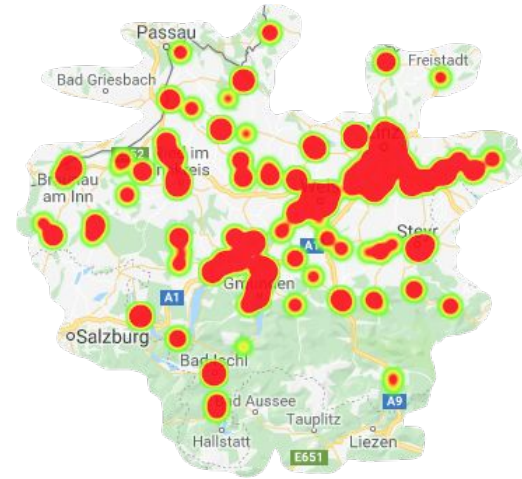


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## OUR VISUAL HEAT MAP

A reporting feature showing data for clicks and impressions to analyse easily at a glance.



## OUR SOLUTIONS

Use **Hyperlocal Targeting** to focus on over 250 business and industry locations in Upper Austria.

Furtherly curate the right audience by **Demographic** and **Publishers Selection/ Contextual targeting** to maximize engagement.

**Targeting users** with tempting creatives and **retarget** them in order to increase campaign performance.

Visit our full showcase at [demo.yoose.com](http://demo.yoose.com)

Beyond Location. Precise Audience





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## RESULTS

Delivered

**1,000,000**

views

Achieved

**0.68%**

industry standard  
CTR for retargeting

Marked

**171,792**

unique users  
during the campaign

Beyond Location. Precise Audience

**YOOSE**