

\$40%
DECREASED
Cost per Lead

52%
INCREASED
ROAS

200%
INCREASED
Flight Bookings

171%
INCREASED
Revenue

VIVA AIR

COMPANY:

Viva Air is a Colombian airline based in Rionegro, Antioquia, Colombia. It is the third largest airline in the country and they pride themselves on low prices, service, and punctuality.

CHALLENGE:

After a long pause due to the COVID-19 Pandemic, Viva Air engaged with Ai Media Group to help drive down lead cost and improve their return on ad spend. The Ai team created a specific and targeted strategic plan for a successful campaign.

RESULTS:

Within the first 60 days, Ai Media Group was able to achieve:

- 40% reduction in cost-per-lead
- 52% increase in ROAS
- 200% increase in flight bookings
- 171% increase in revenue

