



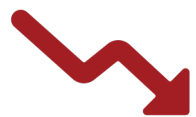
Viva Air

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:



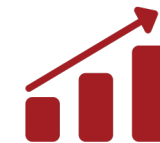
40%
Decreased
Cost-per-lead



52%
Increased
ROAS



200%
Increase in
flight bookings



171%
Increase
Revenue