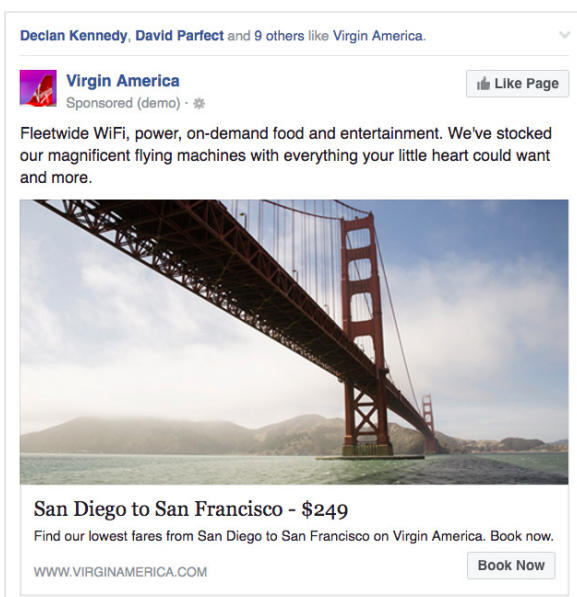# Dynamic Ads Solution for Flights

Solution Overview

Dynamic retargeting ads are currently running on our solution for flights that is built around Dynamic Product Ads. Our OTA clients have been running retargeting and cross selling for flights for over a year and Airlines are now starting to catch up. StitcherAds is also working closely with Facebook product teams to design flight specific features on Dynamic Ads for Travel which should be released later this year.

Example Dynamic Flight Ad

Transitioning from Dynamic Product Ads to Dynamic Ads for Travel

We are adopting the same transition strategy as we have successfully done for hotels. This approach enabled our clients like Marriott to rapidly switch from DPA to be the first in the world live on DAT. Under this approach we work closely with Facebook client teams to quickly unlock retargeting results by getting clients live on DPA while future proofing for seamless transition to DAT.

Features of our DPA Solution for Flights

Custom Feeds & Pixels

◆ Hourly feed updates for fresh content and prices
◆ Automatically add and override required fields in product feeds, including deep links for mobile apps
◆ Custom fields that enable profit based bidding
◆ Support developing retargeting & bidding strategies
◆ Support building and hosting feeds

Advanced Creative

◆ Hourly updated flight prices
◆ Reviews and star ratings
◆ Automatic image rotation based on image tags
◆ Price reductions or increases
◆ Reward member status based creative and offers

Enhanced Optimization

◆ Profitability based bidding
◆ Exclude infrequent bookers and include frequent bookers
◆ Bid based on seat type (Economy, Business, First)

Custom Flight Pixel Instructions

Facebook Event Tags	Mapped to tmParams	example
ViewContent		
contentID	OutboundCityPair:	"NYC|LON"
content_type	product	product
departing	OutboundDate:	"20160211"
returning	InboundDate:	"20160212"
num_travelers	NumberPax:	"2"
flight_type	BookingOneWay:	"No"
property_id	DaysUntilDeparture:	"1"
room_type	SearchType:	"Economy"

Transatlantic Airline Results*

28/1 Attribution = 216x RoAS

1/0 Attribution = 12x RoAS

American Domestic Airline Results*

28/1 Attribution = 669x RoAS

1/0 Attribution = 21x RoAS

Travel Advertisers Increasing RoAS and Lowering Cost Per Booking

*Based on under $1000 in spend