



Muhlert Digital. + Tourlane

Paid Media Case Study:

Putting Tourlane on the Road to Digital Success



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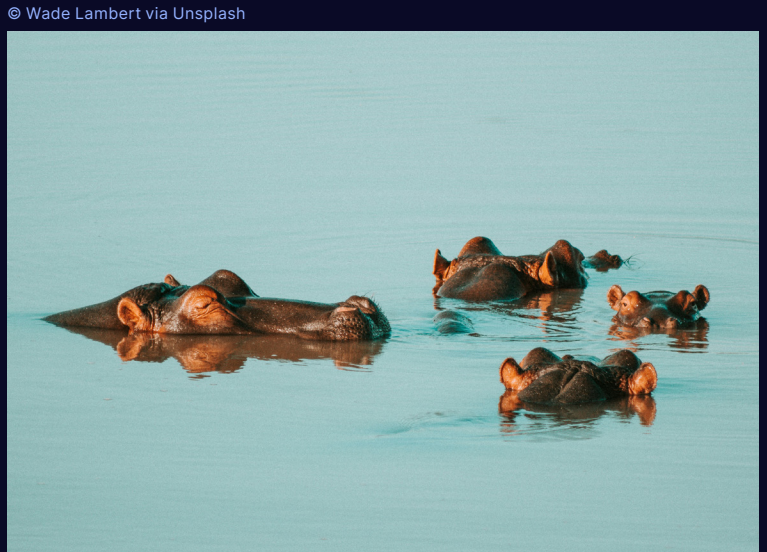
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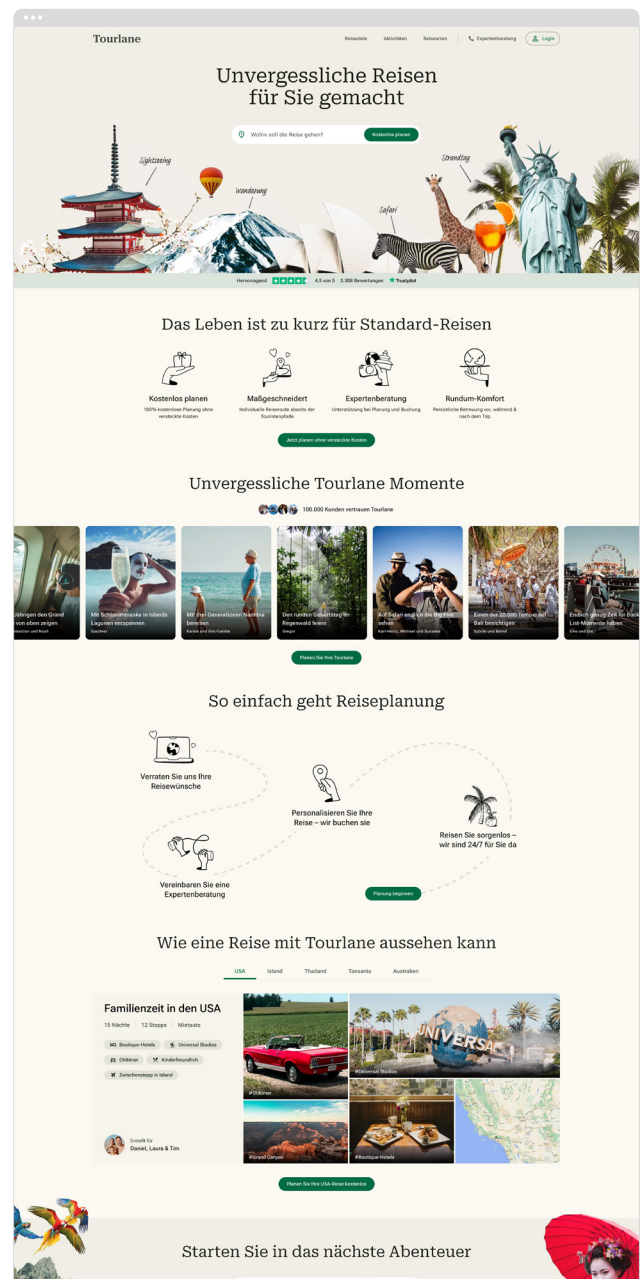
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Putting Tourlane on the Road to Digital Success

Tourlane's unique combination of a digital experience and truly personal travel service, according to Jung von Matt's 2024 ranking of German startups "makes it one of the few truly innovative concepts to have found mainstream acceptance."

Specialists in individual and adventure travel, the virtual travel agency has made its name in German-speaking markets by replicating the bespoke benefits of a brick-and-mortar travel agency while providing the streamlined online experience that today's travellers expect.

Formed from a collaboration between ex-AirBnB and Rocket Internet employees in 2015, Tourlane has gone from strength to strength. The company raised successive rounds of funding in its early days, attracting a great deal of interest from several high-profile investors, and has since grown its core team to more than 120 employees.





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The Challenge

Of course, it's not easy at the top, and Turlane faces stiff competition from a number of competitors in the form of other startups, more traditional travel agencies, and even Google itself.

Spend any time booking travel online and you'll no doubt come across a large volume of ads, both in search results and across social networks, either promising a better/faster/cheaper route to your destination or trying to tempt you to visit somewhere else entirely.

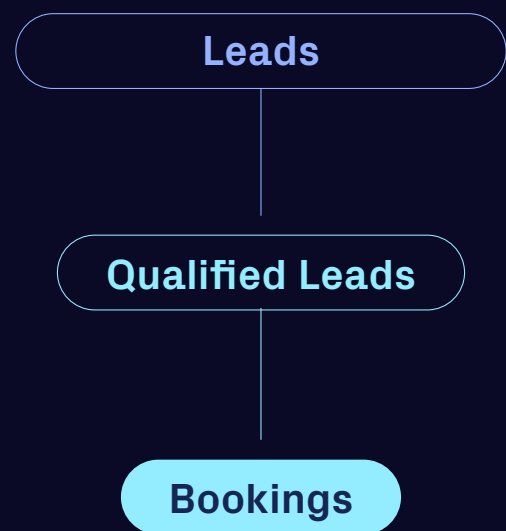
That's why, in the fall of 2023, Turlane came to Muhlert Digital for help with their digital marketing.

A One-Way Trip Down the Sales Funnel

Tourlane's funnel can be broadly summarized as leads, then qualified leads, and finally bookings. Our aim, as ever, was to transport greater numbers of prospective travellers down this funnel.

We chose to focus our efforts in two key areas: SEM (Tourlane's main acquisition channel) and paid social (an area in which we saw great potential for growth).

Our strategy for each was two-pronged. First, we had to grow the funnel itself, and secondly we aimed to increase the efficiency with which prospects are converted.



▲
Tourlane Sales Funnel (simplified)

Search Engine Marketing

Tokio Guide 🔍

Sightseeing 🔍

Safari 🔍



In revitalizing Tourlane's SEM efforts, we aimed to build on what was already in place, optimizing existing campaigns and tweaking strategies before identifying and capitalizing on new opportunities with an expanded portfolio of search terms.

In general, we focused our efforts on advertising related to specific destinations, whereby we could be confident that prospects were already considering booking a trip. This was a particularly effective approach in France, an important growing market for Tourlane, with our French-native SEM specialist providing valuable input in close collaboration with the company's product teams. This linguistic advantage also allowed us to improve the efficiency of existing campaigns by removing less-relevant keywords that had appeared, to non-native French speakers, to be perfectly reasonable.

Our approach to smart bidding was informed by importing offline data from mid-funnel conversions, basing projected values on both recent and historical information. We then collaborated with Tourlane's Sales team to define volume and return-on-ad-spend targets for our destination-specific keywords.

A vital component of a good SEM strategy is good ad creative, and our work for Tourlane was no exception. Strong copywriting and strong assets were key, again focussed on specific destinations. We paired this work with ongoing A/B tests, tailored Site Links, Callouts, Image Extensions, and Price Extensions for each destination.

Paris by Night 🔍

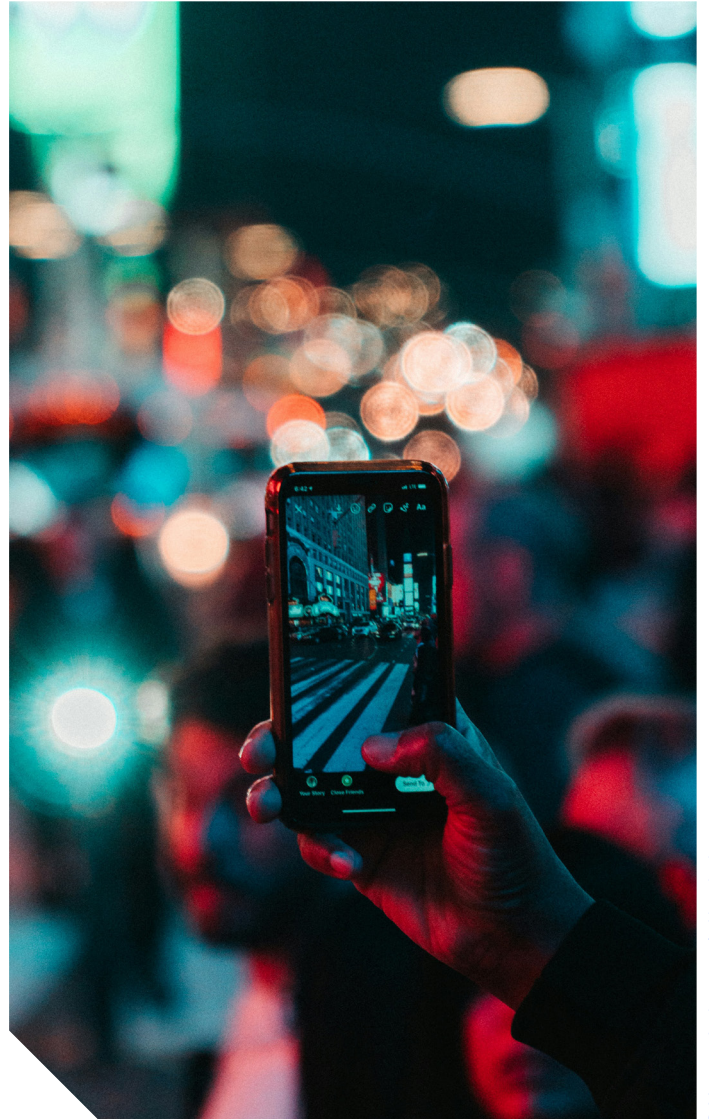
New York City 🔍

Paid Social

If good creative is important for SEM, it's essential on social. A campaign on Meta, it's fair to say, will sink or swim based on the quality of this work. Our aim here was to help the Tourlane team level up their creative to the extent that their social campaigns rivalled their SEM efforts in terms of efficiency.

In order to ensure that Tourlane's creative work was up to scratch, we worked very closely with the in-house team, sharing our knowledge and experience via a series of workshops. We helped them to establish a consistent workflow for conceiving and testing creative ideas for maximum impact, empowering them to create a constant flow of new material based on best-practice processes.

Of course, in the real world, "best practice" doesn't always mean "best". While implementing the new and improved Meta campaigns, for example, we felt it worthwhile to put some received wisdom to the test – with a number of surprising results. The oft-repeated advice of "let Meta run broad," for example, didn't turn out to be applicable in this case; it quickly became apparent that certain demographics, e.g. young people, make for easy leads in this sector, but rarely turn into actual bookings.



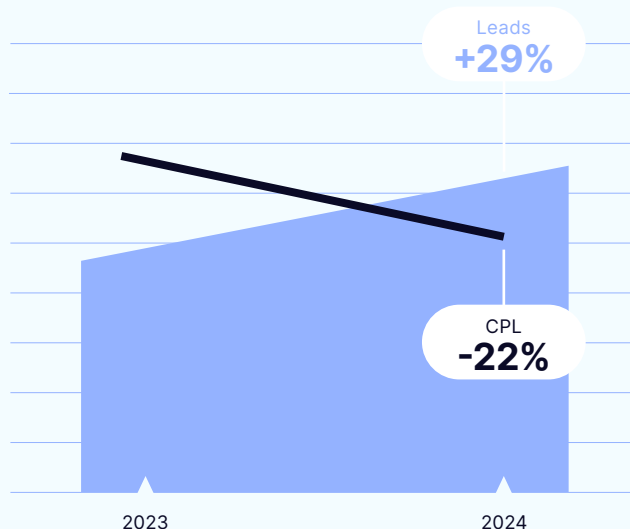
Our results: Leads up, costs down

The travel industry is, of course, highly seasonal. So in order to understand the effects of our work with Tourlane, we've reflected on data from the full year, November-November both before and after the beginning of our collaboration.

In doing so, we can see that – as we'd originally hoped – we were indeed able to substantially increase the number of leads generated and also lower the average cost of these leads.

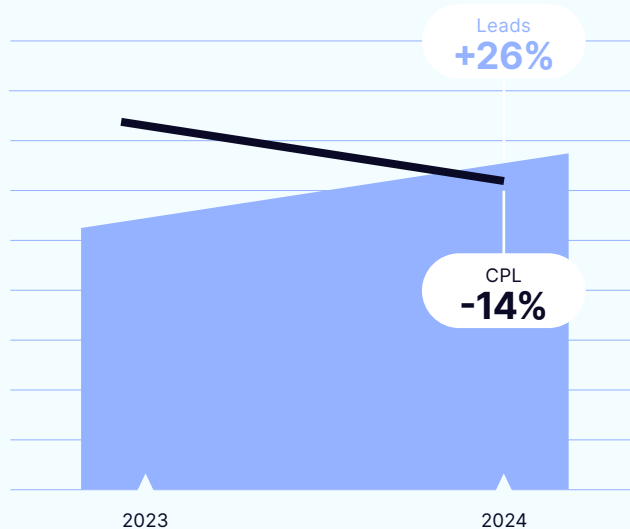
Our combined efforts on social resulted in approximately a 29% uplift in the number of leads coming in, while reducing the cost of those leads by more than 22%.

Paid Social (Meta)



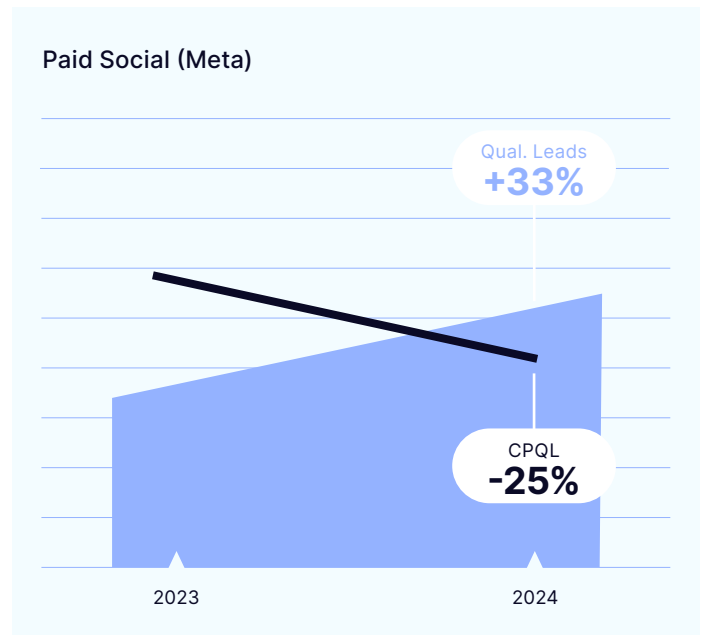
For our SEM efforts, we see a similarly impressive increase in leads of 26%, accompanied by a 14% decrease in cost per lead.

Search Engine Marketing

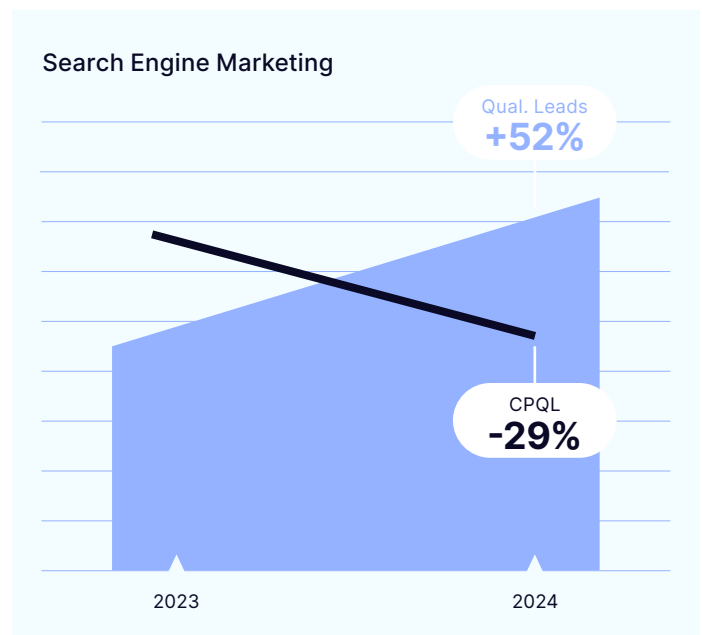


As impressive as the numbers on the left may be, they almost pale in comparison to the improvements we see when we filter down to only qualified leads (those who book a call, or respond to a Tourlane email, etc.).

Here, we observed a 33% increase in qualified leads across paid social, while the cost per qualified lead decreased by 25%.



For search, we saw an impressive 52% increase in qualified leads and a 29% reduction in the cost per qualified lead.



More (and bigger) bookings, better efficiency

Of course, what really matters in this business is bookings, and we're pleased to report that we saw fantastic results here too.

Tourlane's search campaigns returned a **18% increase in bookings**, year on year at a slightly reduced average cost of 8%.

The gross value of these bookings increased proportionally to the booking volume by **21%**, and we saw an overall improvement of 11% in return on ad spend.

-8% Cost per Booking

Search Engine Marketing

+18%

Increase in Bookings



+21%

Gross Value of these Bookings

While previously the ROAS was at 9.35 we lifted this to 10.45.

Search Engine Marketing

9.35

10.45

+11%

Return On Ad Spend

2023

2024

The picture over on Meta looks even better:

Bookings from these campaigns increased by an incredible 41% year on year, with a gross booking value increase of 41% as well.

What's more, we were able to deliver these numbers alongside major improvements in both cost per booking and return on ad spend – around 40% in both cases.

-40% Cost per Booking

Paid Social (Meta)

+41%

Increase in Bookings

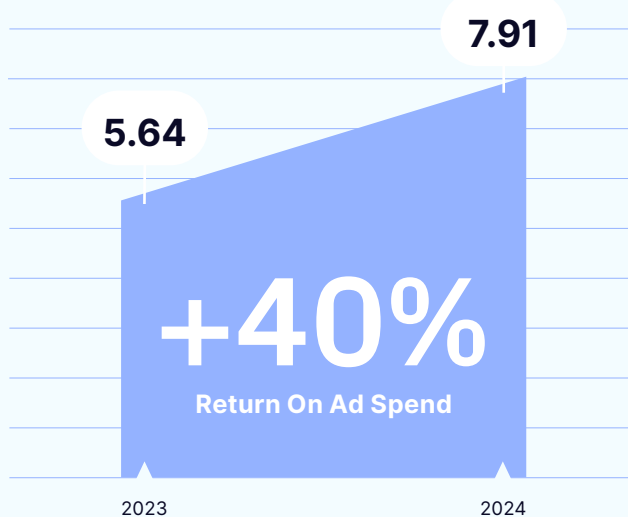


+41%

Gross Value of these Bookings

With an uplift from 5.64 to 7.91 in ROAS and more strategic tests prepared we're absolutely on track to make Paid Social reach SEM efficiency in the near future.

Paid Social (Meta)





Who We Are

We strive to be transparent about our business, and we want to be clear about what we do, and what we've done.

Our deep experience makes us who we are, and informs the business decisions we'll make.

Who Trusts Us

Over the past years we've been privileged to have the trust of some of the world's top brands, and help them realize their business goals. Our team and the scope of our projects has grown considerably over the past years.

This growth has been completely organic - meaning that we do not have a sales team, and we do not do sales outreach. We rely 100% on our previous successes and word-of-mouth. The brands below represent a small cross section of our clients, who

range from publicly-traded Fortune 500 businesses, to smaller start-ups wrestling with new and unproven business models.

We enjoy the varied & unique challenges that come with each new partner we work with.



Our Team

**Quentin**

Founder & CEO

18 Years of Marketing Experience

**Tiffanie**

Paid Media & Search

15 Years of Marketing Experience

**Anja**

Performance Marketing

12 Years of Marketing Experience

**Jordan**

Copywriter & Whitepaper Strategist

19 Years of Marketing Experience

**Khari**

Graphic Design & Motion Graphic Artist

12 Years of Marketing Experience

**Dmitry**

Paid Media Strategist

18 Years of Marketing Experience

**Christian**

Paid Media Strategist

8 Years of Marketing Experience

**Tim**

Director of Paid Media

14 Years of Marketing Experience

**Sarah**

Brand Strategy & Design

12 Years of Marketing Experience

**Christian**

Paid Social

12 Years of Marketing Experience

**Evelina**

SEO Strategist

23 Years of Marketing Experience

**Sebastian**

CRM & Email Automation

8 Years of Marketing Experience

**Thomas**

Programmatic Display & Paid Media

8 Years of Marketing Experience

**James**

CRM & Email Automation

16 Years of Marketing Experience

On our team, we do not have senior and junior members - and this is because all members of our team are deeply experienced and highperforming professionals.

While some members of our team have more experience than others, we do not employ juniors, apprentices, or interns.

Our Services

We've built a team with wide experience in a number of areas so that we're able to provide a breadth of services to our clients. We know from experience that cobbling together multiple agencies and freelancers to execute on a project can be tiresome and lead to mistakes. We do our best to provide as much as possible under one well-coordinated roof.

► Strategy

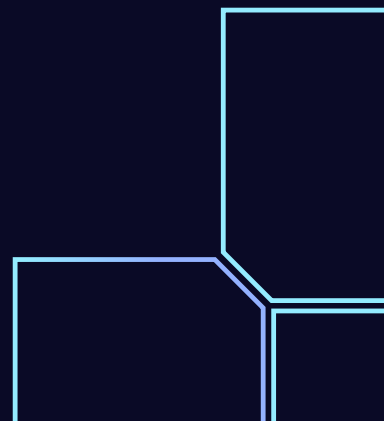
- Market Analysis
- Audience research
- Communication Strategy
- Personalization Strategy
- Value Journey Strategy

► Campaign Management

- Social Media
- CRM & Marketing Automation
- Influencer Marketing
- SEO / SEA
- Display Advertising
- Native Advertising
- Data Science & Analytics

► Creation

- UI / UX Design
- Development
- Conversion Rate Optimization
- Campaign Ideation
- Content Production
- Content Localization





Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlerdigital.com