

Google Mobile Ads deliver 81% of visitors to Egyptair's mobile site



About Egyptair

- Based in Cairo, Egypt
- Founded 1932
- www.egyptair.com

Goals

- Serve the needs of on-the-move users
- Drive mobile traffic and conversions

Approach

- Built a mobile-specific site
- Invested in Google Mobile Ads

Results

- Mobile now comprises 10% of all online visitors
- Mobile conversions are increasing 10% each month
- 81% of mobile visitors are from Google Mobile Ads

Egyptair was founded in 1932 and is headquartered in Cairo. As a member of Star Alliance, its customers are able to reach destinations in 162 countries all over the globe. Egyptair's website enables visitors to book flights, check in, manage bookings and more. The company uses a variety of marketing channels to promote the business, including TV, radio, newspapers, magazines, digital ads in news and travel websites, social media and newsletters.

With smartphone use on the rise, it's time to get moving

Alongside growth in the use of the mobile web, smartphone penetration in Egyptair's markets was approaching 30%. "We reached the point at which consumers were spending more time on their mobile devices than on their PCs," explains Salah Kadri, Egyptair's e-commerce manager. But when the company's existing desktop website was viewed on a mobile device, the appearance and functionality suffered. Egyptair realized that if a customer had a bad mobile experience with the brand, he or she would be likely to turn to a competitor's site. A mobile-specific site was clearly needed.

The aim for the mobile site was to meet the entire range of requirements of an on-the-move customer. "We focused on creating code that will recognize what type of device the user is on, optimizing the content for mobile users, and cutting down on the time it takes for users to open web pages," Salah says. "We offer almost all services included in the website to our mobile users, yet in a way that benefits from the different devices' features, such as maps and location-based services."

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— Salah Kadri, e-Commerce Manager, Egyptair

Mobile marketing targets on-the-move customers

Egyptair's mobile activity goes beyond simply providing a service though. The company also uses the channel to promote its business and acquire customers. "The mobile web is growing fast and is set to change not only the way users consume media, but also the way business market themselves online," Salah observes. "We use Google online marketing heavily to attract more visitors and create brand awareness and loyalty."

Egyptair's Google Mobile Ads appear when a user performs a search on his or her mobile. Click-to-call functionality enables Egyptair to include its phone number within the ad; a user simply taps the number to dial the company directly. Location extensions in the ad let users see all nearby Egyptair locations, while sitelinks direct users to specific pages

"The fact that airline services need to be accessed on the move and at airports gives the mobile channel its importance. Our online activities concentrate on targeting mobile users and making our services mobile-friendly."

— Salah Kadri, e-Commerce Manager, Egyptair

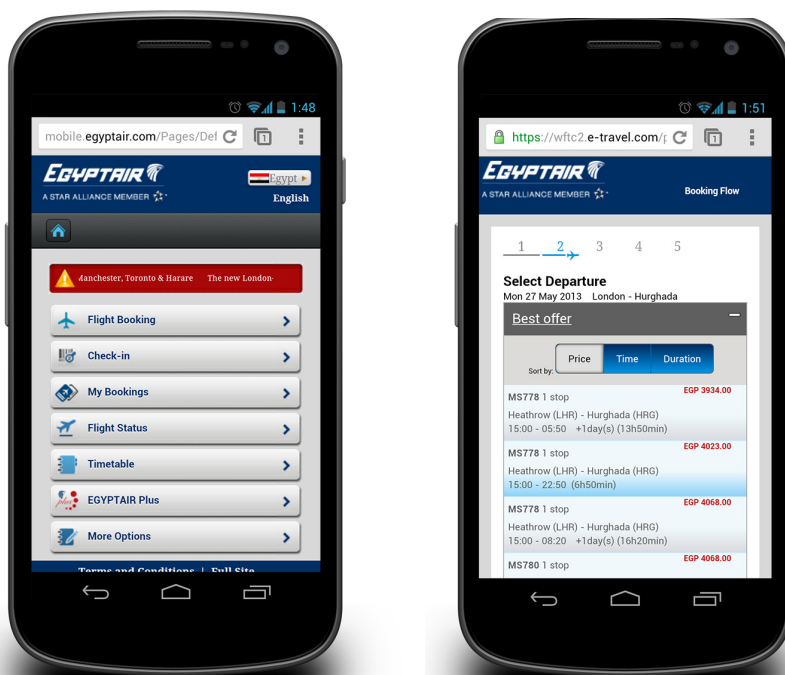
of the site. "Google Mobile Ads allow us to show our business phone number, address, map, and distance information – all within the mobile ad!"

On the up and up with Google Mobile Ads

Egyptair's decision to create a mobile site has already paid off, as smartphone uptake continues to skyrocket. "We are noticing the shift from web to mobile among our customers based on the number of visitors," says Salah. Of the total volume of Egyptair's online visitors, a growing number are mobile users. "They have now reached almost 10%, with a lower bounce rate and higher time on site." At the same time, Egyptair has seen mobile conversions steadily increase too, "a significant improvement of 10% month after month."

In driving consumers to Egyptair's services, mobile-specific marketing plays a vital role. "Google Mobile Ads helps us to acquire more customers and drive more visitors to our mobile site, and it's so easy to manage," he says. "The CPC and CPA is lower compared to the website, with a higher CTR. And based on the analytics, what is so surprising is that more than 81% of the visits to the mobile site are from the ads."

Today mobile represents 3% of Egyptair's digital marketing budget, but Salah reveals this is set to increase. "Because smartphone owners are ad responders, we are looking to increase the budget assigned to Google Mobile Ads, as we see a great opportunities in increasing the conversions through mobile."



Mobile Home Page and Flight Selection Page