

CASE STUDY

Heathrow

iCrossing use Kenshoo to help revenue take-off for Heathrow Official Parking

BACKGROUND

Our long-standing partnership with Heathrow has grown from strength to strength for over a decade. We're proud to be Heathrow's digital agency, having delivered many services – from search advertising to digital strategy – across a number of Heathrow's commercial arms. One of which is the official airport parking.

It comes as no surprise that competition for parking around Heathrow is fierce, with suppliers in the market changing frequently. To stay ahead of the curve, Heathrow works with us to drive parking revenue from its search advertising efforts and remain at the forefront of consideration for airport parking.

STRATEGY

We've consistently generated year-on-year growth of 17% for Heathrow Parking, but have been striving for innovative ways to drive incremental revenue while also keeping cost per acquisition (CPA) to a minimum.

To do this, we introduced the industry leading bid management tool, Kenshoo Portfolio Optimiser. Since 2016, we've been working with Kenshoo to drive this incremental growth, adopting several of the software's features:

- **Kenshoo Planning and Forecasting** - We use Kenshoo's Planning and Forecasting tool to monitor the effect changing budgets have on results. This not only helps them predict the revenue impact of increasing budgets, but allows them to stay agile in a competitive market.
- **Kenshoo Portfolio Optimisation (KPO)** - Using Kenshoo's portfolio bid optimisation solution, the team is able to automate bid management whilst optimising towards its specific conversion goals.
- **Audience Bid Modifiers** - We use a range of tools to manage audiences on behalf of Heathrow Parking. However, Kenshoo specifically allow bids to be changed at the time of day when conversions are more likely to occur, as well as increasing the bid when someone fits certain criteria.

RESULTS

Since launching the Heathrow campaigns on Kenshoo in 2016, not only has CPA lowered, but revenue has increased from 17% to 33% year-on-year. Between 1st October and 30th November, the number of clicks increased by 70% and conversions by 74% YoY.



increase in clicks YoY



increase in conversions YoY

“We are delighted with the incremental growth we have seen from Paid Search since moving the Heathrow Parking account onto the KPO. An already well-performing search campaign was taken to new heights and the client is delighted with the results we are generating for them.”

– James Marshall, Paid Media Director - iCrossing