

A Global Brand Takes Flight with the Power of Mobile Measurement



KLM is one of the most customer-centric, innovative and efficient European network carriers in the sky today, with flights to more than 135 destinations worldwide. By merging with Air France, KLM gained a leading position in the international airline industry, pioneering smart partnerships and new destinations.

While KLM is the oldest airline in the world, they are widely recognized for being on the forefront of 21st-century travel and marketing. To stay top-of-mind with modern travelers, they've long recognized the need to make a substantial investment shift to mobile. However, KLM was not quite able to measure and prove the impact of their mobile investments before Atlas.

The Questions

KLM, their digital media agency Storm Digital and Atlas joined forces to answer the following questions:

- 1 "How much should we invest in mobile display in the future?"
- 2 "What impact do our mobile ads have on desktop conversions, and vice versa?"

To find the answers, Atlas measured several cross-device campaigns targeted to both men and women across 56 million impressions in multiple markets.

The Findings



People-based measurement is more complete than cookies. We uncovered 24% more conversions by using people-based measurement instead of cookie-based measurement alone.



Cross-device measurement is more accurate. While 95% of all conversions took place on desktop and 5% on mobile, Atlas found that 25% of all conversions were influenced by a mobile ad.



People in the range of 25-34 years turned out to be KLM's sweet spot.



Atlas measurement also revealed that **men and women converted equally.**

For KLM, the answer is clear: mobile measurement matters.

Even though customers still tend to buy their airline tickets on desktop, they're increasingly influenced to do so by the company's mobile and cross-device campaigns.

“For years, KLM has invested in mobile display because we believe in the power of mobile as part of a multichannel advertising strategy. However, without solid cross-device tracking — and with lagging results on mobile conversions — these investments felt unfounded. This changed with the arrival of Atlas. These very promising results have confirmed our gut feeling. We will further focus on mobile advertising and continue investigating the impact and interaction of mobile display on conversion at a deeper level.”

ARJAN GROOTVELD

KLM Display Marketing Manager

Why Atlas?

Atlas uses people-based measurement that works on both desktop and mobile, so we're able to shine new light on audience paths to purchase —

even if they happen across different devices, browsers or platforms. Facebook's unique, people-based attributes such as age and gender give Atlas the leverage to **deliver valuable, unmatched audience insights.**

Atlas
by Facebook

For more Atlas success stories, please visit www.AtlasSolutions.com