To identify new audiences and convert them into active customers, Transavia leveraged various channels as a part of its digital strategy. Transavia collaborated with Outbrain in a two stage process to acquire new active users:

**Phase 1:** In the prospecting phase, an expansion of travel advisory pages on Outbrain’s premium network were used to build an affinity audience pool.

**Phase 2:** During the conversion phase, the audience pool was retargeted with commercial offers linked to the pages they visited.

"Outbrain allowed us to work together on two objectives: creating a qualified audience pool that fed the retargeting phase, and converting visitors to the Transavia site. The A/B tests launched in the beginning and middle of the campaign on the hooks by destination, allowed us to quickly reach our performance objectives while being profitable, thanks to an optimized CPA."

– Fanny James, Online Acquisition Manager, Transavia