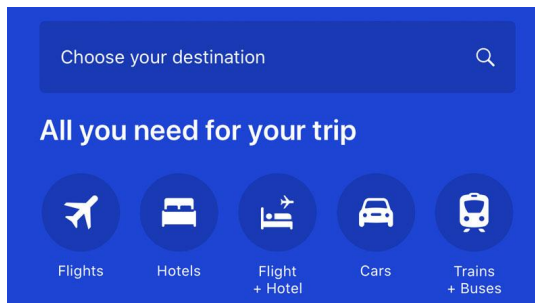


# eDreams ODIGEO maximizes reach and profitability in SEM through a simplified account structure

## eDreams ODIGEO

eDreams ODIGEO  
Madrid, Spain • [Linked URL](#)



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### The challenge

eDreams ODIGEO is one of the world's largest online travel companies and one of the largest e-commerce businesses in Europe. Under its four leading online travel agency brands – eDreams, GO Voyages, Opodo, Travellink, and the metasearch engine Liligo – it serves more than 17 million customers per year across 45 markets. Listed on the Spanish Stock Market, eDreams ODIGEO works with 666 airlines and has partnerships with 130.

The challenge the team faced was to increase revenue and reach as many customers as possible during a difficult time for the travel industry due to Covid-19, while making it possible to scale easily across markets and brands.

### The approach

To help eDreams ODIGEO achieve its objectives, we formed a working group of Google and eDreams ODIGEO key stakeholders.

Weekly workshop sessions were held with the objective of streamlining the campaign structure by experimenting with new paradigms in order to 1) reduce people efforts, 2) enable machine learning based tools to perform at their best 3) maximise reach.

### Methodology

This new way of structuring the campaigns was tested for one of the product categories across 4 brands in 4 different markets.

The number of campaigns and ad groups were reduced by 90%.

Also best practice in terms of creative excellence were applied and DSA was used to cover the long tail.

### The results

After implementing the new simplified search strategy the results obtained in all KPIs were positive not only compared YoY but also compared to the other categories that had not been restructured.

The methodology is now being scaled across the remaining countries and categories.

“With five brands across five continents and many languages, simplifying our campaign structure was a key enabler for efficiently managing our scale while maximising reach and profitability. By taking an agnostic, technology and data driven approach, we challenged our own best practices and designed bespoke next practices that are aligned with our unique needs and the latest innovations in the constantly evolving SEM industry.”

*Marco Avolio, Director SEM, Display, Retargeting and Marketing Technology*

YoY Results: September 2019 vs September 2020

