



"I love PPC because it's attributable. Almost everything we do; we can prove the value it brings in actual revenue."

Owen Bickford,
Paid Search Program Manager, Alaska Airlines



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Average booking value
of audience list
members increased

+15%



Alaska Airline's
Increased ROAS by
more than

20%



Alaska Airlines boosts paid search success & ROAS with Audience Targeting

What began 88 years ago as a small, regional airline, Alaska Airlines has evolved into an international carrier with more than 115 destinations and transporting more than 45 million customers annually. Guided by integrity, care, ingenuity, and professionalism, this Seattle-based company retains its hometown feel and has earned a loyal following of people who know there's something special about an airline that treats its customers as guests.

Stimulating demand with paid search

"A lot of people outside Seattle don't understand that we fly to more places than just Alaska," says Owen Bickford, Paid Search Program Manager. So, he uses paid search to educate people in different regions who may be searching for flights between Los Angeles and New York, for example, but may not know about Alaska Airlines. When an ad appears, it's an opportunity to inform prospective customers on where Alaska Airlines flies and the value they offer, stimulating demand.

Not only has paid search been a great way for the airline to capture demand, it's also helping them to generate demand.

As a result of the campaign, audience-generated ROAS increased by more than 20% year over year. Furthermore, the average booking value of audience list members increased by 15% YoY.