

Case Study

Cheap Flights

Cheapflights.co.uk is the UK's leading travel price comparison website. The company is not a travel agent per se but instead generates revenue by acting as a 'super affiliate' and travel search engine.

In simple terms, Cheapflights works as follows: the consumer inputs into their PC where he/she wants to go and Cheapflights finds the best flight deals available.

Cheapflights asked [Attinger Jack interactive](#) to drive registrations to their weekly e-newsletter with strict targets on email open rates of 32%, well above the [industry average](#) of 26% open rates.

Attinger Jack interactive identified the relevant target audience and designed a creative concept as well as an appropriate incentive mechanism to encourage consumer registrations. Qualifying questions were agreed to allow consumers to select what type of holiday they were most interested in.

Email leads were submitted to Cheapflights.co.uk. as soon as the offer went live on Attinger Jack's lead generation website, [Active You](#).

Since its launch in early 2009, Active You has become one of the UK's premier lead generation websites. Specialising in the Over 40's market, the website is featured on websites ranging from ITV.com, GMTV, Daily Mail, Ocado, Allaboutyou etc. Active You currently has 90,000 unique users a month.

Initial results for Cheapflights have been impressive. 8,000 registrations were delivered in month 1 with an open rate of 18%. The creative was subsequently [tweaked](#) by making the opt-in newsletter component more evident.

Registration volume increased further to 16,000 per month with open rates peaking at 36%, far in excess of industry averages and also exceeding the client's own target.

Cheapflights is still a core component of Active You's website offering and also Cheapflights lead generation strategy. Yogesh Sharma, Head of UK Newsletter, Cheapflights, says, "Attinger Jack interactive has become an integral part of our third party lead generation strategy for 2009 after providing us with a consistent flow of quality data."

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