



Press Release
Paris, June 7th, 2010

Liligo.com creates the first European advertising network for web and mobiles in the travel industry

The liligo.com marketing team launches the Liligo Travel Network in order to optimise advertising campaigns for travel and tourism professionals. It targets internet users at the best moment, when they're making their travel choices.

The Network in a few figures

- 16 million unique visitors (e-travellers) every month in Europe
- 100 million page views with ads
- 15% coverage of the Internet travel target audience in Europe *
- In the heart of the urban market, AB+, over 25 years of age

Today advertisers in the travel and tourism industry face a real problem concerning the effectiveness of their advertising campaigns. This is true for two reasons: lack of knowledge about European travel sites and low return of the investment spent on these campaigns.

As a specialised search engine, liligo.com helps 2 million travellers each month research their trips and holidays. Being the middle-man between supplier and user, liligo.com is in constant contact with 250 commercial travel sites. This makes liligo.com a recognised expert on several European travel markets.

This understanding of the "travel" industry and each country's specifics—holiday times, how far in advance travellers book, preferred destinations, means of travel, budgets, etc.—enables us to advise travel companies and advertisers when to target travellers in their media strategies.

After many successful pan-European campaigns, Liligo Travel Network is imposing a **new advertising model**, one that allows for **specific targets** (100% tourism), **multi-categories** ([flight](#), [hotels](#), [car hires](#)) and **multi-media** (web and mobile).

"Liligo was one of the key partners in the NextIdea campaign with easyJet to generate sales. [...] Liligo has shown great reactivity and flexibility in terms of negotiation and optimisation, completely surpassing the customer's highest standards. [...] In fact, after the first test on the French market in June 2009 and against all of the competitors in the travel comparison industry, Liligo emerged as one of the top performers for 'Travel'. [...] Liligo also made tests in Italy and Belgium and after receiving satisfying results, we have integrated them in the media plans of easyJet for those countries." Geraldine Lhenaff, Directrice Media Nextidea

There are dozens of non-commercial travel sites on the web which Internet users consult at the exact moment when they plan their trips, naturally. **Liligo Travel Network is the first travel site**

to offer such extensive coverage on European markets: UK, France, Spain, Italy, Netherlands, Germany, Belgium and Switzerland. This network amasses a target audience reaching **16 million unique visitors** and more than **120 million page views with ads per month** which accounts for 12% of the European travel audience. (Source: *ComScore*, January 2010)

The technology of the advertising campaigns (organised by product type, user destination or user location), combined with "media and travel" expertise from the team in charge, guarantees advertisers the most optimal return of investment for the campaign.

The team defines with the advertisers the most effective tools to reach their goals for both **visibility on the web** and **profitability** using a number of different formats like:

- **large banners**
- **dynamic sponsored links**
- **rich-media**

"Since launching our network, many major travel brands have already gained confidence in us whether they are airlines (Lufthansa, easyJet, American Airlines), tour operators (Look, Ebookers, Pierre & Vacances) or tourism boards (Spain, Egypt, Ireland). We create a unique publicity target for each advertiser that can be either based on a user's city, a particular service or the destination he or she is searching. This meets the needs of advertisers searching for both volume and ROI."
Charles d'Auber, Head of sales at liligo.com

About liligo.com:

liligo.com is the first travel search engine to integrate more than 250 sites (travel agencies, airline companies, low cost, tour operators, hotels...) of which 70 are low cost in each search. liligo.com allows travellers to access travel solutions easily from all corners of the web, sorted and presented in a cohesive and objective manner. Comprehensive, exhaustive, innovative, objective, liligo.com is dedicated to help the user find their holidays and trips simply, the most effectively as possible. Available in 10 domains (United Kingdom, France, Germany, Austria, Belgium, Spain, Hungary, Italy, Romania, Switzerland), liligo.com is a product of Findworks Technologies, an enterprise which was founded by Pierre Bonelli in 2005 and employs around 40 collaborators.

Contact

Press	Sales Contact (advertisers and publishers)
Press-uk@liligo.com	Liligo Travel Network +33 1 55 28 97 20 sales@liligo.com