

## **liligo.com is Vueling's choice for its first mobile campaign**

- **Vueling has launched its first European mobile phone campaign through liligo.com's advertising network.**
- **The campaign is already available on liligo.com's iPhone/iPod Touch applications in Spain, France and Italy.**



[Vueling](#) has launched its first interactive campaign on mobile hand-held devices through liligo.com's advertising network "Liligo Travel Network".

The [airline company](#) has opted to use the flight search application of liligo.com to strengthen its presence in major European markets. liligo for iPhone/iPod Touch is one of the most downloaded travel applications in the Apple Store.

*"Mobile phones, in particular applications, are the most effective way to advertise today. Our flight search app is a valuable tool for our users and at the same time gives them advertising that is relevant to their searches. Vueling is aware of this and is firmly committed to using new advertising platforms",* comments Guillaume Bril, director of liligo.com for southern Europe.

Within only months [liligo for iPhone](#) has been downloaded by more than 150 000 European users and has become one of the most popular travel apps available in the Apple Store.

*"The appearance of smartphones today in Vueling's principle markets is similar to the increased use of internet when the airline first began operations in 2004. Our interest in mobile communication isn't new, but now is the time to bet seriously on mobile advertising to increase sales. In this way, Liligo has given us the opportunity to reach our target with a lot of international response",* explains Marta Aparicio, online country manager of Vueling.

### **Liligo Travel Network**

After a wide range of pan-European campaigns, Liligo Travel Network has emerged as a **new advertising model** with a **100% focus on tourism in several categories** (train, [airplane](#), [hotels](#), [car hires](#)) and on **multi-platforms** (web and mobile).

**Liligo Travel Network** is liligo.com's advertising network which has 12 non-commercial travel sites, all frequently consulted by internet users to plan their trips and holidays. **Liligo Travel Network** is the first network capable of **offering full coverage of key European markets**: United Kingdom, France, Spain, Italy, Netherlands, Germany, Belgium and Switzerland. Liligo's advertising network has recorded a strong growth of visitors with **18 million unique views and more than 120 million page views with advertisements each month**. These figures represent 12% of Europe's travellers (Source: ComScore, January 2010).

**Liligo Travel Network** can target product types, destinations, locations, etc., which, combined with the advice and experience of the liligo.com team, provide advertisers with optimal return on investment.

The [liligo.com](http://liligo.com) team chooses with its advertisers the best sites and platforms in order to ensure prime visibility and profitability with a wide range of formats such as large-format ads, sponsored links and Rich Media.

**About Vueling**

*Vueling, a new generation Spanish airline, began operations on July 1<sup>st</sup> in 2004 with the commitment to offer excellent in-flight services at competitive prices, two irreconcilable concepts at the time but turn out to be completely compatible. Vueling currently flies to 50 airports, all major, of which six (Barcelona, Madrid, Seville, Malaga, Bilbao and Valencia) are main hubs. The airline operates a fleet of 36 Airbus A-320 aircraft and has carried more than 30 million passengers.*

**About liligo.com**

*liligo.com ([www.liligo.co.uk](http://www.liligo.co.uk)) 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 that was founded by Pierre Bonelli, Bertrand de la Rutelle, Xavier Corbel and Mikaël Quiffen in 2005 and is financed by venture capital funds from Alven Capital and SNCF Voyages.*

**Press contact: [press-uk@liligo.com](mailto:press-uk@liligo.com)**