

Airbnb's Success with Google Display

THE RUNDOWN

Airbnb started out with the goal to open the world to travel. In doing so, its success was dependent on their ability to talk to a global audience. Through a partnership with Google, they were able to not only expand their reach but target their audiences geographically. The result is a success story that measures their listings at over the 80,000 mark.

THE GOALS

- Reach an international audience
- Target new customers internationally
- Change perception as a budget travel agency

THE APPROACH

- Enlist GDN
- Target Google Search Ads

THE RESULTS

- Became an international brand
- Listings grew from 1 to 80,000

Source: Airbnb's Success with Google Display