

iDTGV in the headlines with the DoubleClick Rich Media 'calendar reminder' feature



"Using the 'calendar reminder' feature, the DoubleClick Rich Media solution lets you add an event to your electronic calendar by just clicking on a banner."

Company

Founded in 2004, iDTGV is a private company subsidiary owned by the SNCF group. Originally tested on the Paris-Marseille line, the offer has since been extended to over 30 destinations. iDTGV has more than 50 employees. With its 100% Internet offer (bookings on idtg.com or voyages-sncf.com; tickets printed by the user), iDTGV allows travellers booking their departure ahead of time to take advantage of an entry-level price of €19 for all destinations. Since 2008, iDTGV has offered the iDNight journey: a buffet car with DJ entertainment, a "lounge" area with board games and card games you can borrow, and menus created for night owls, etc. For further information, visit <http://www.idtgv.com>.

Challenge

Based on the novel "book ahead of time and pay less" concept, iDTGV allows Internet users to benefit from train tickets at attractive prices, provided they make their bookings as soon as tickets are on sale, in other words at least three months before the scheduled departure date. iDTGV thus needs to be able to inform Internet users in real time of the opening date of bookings, and ensure that they have entered it in their calendars, while creating anticipation up to the opening day.

Solution

iDTGV decided to try out the 'calendar reminder' feature included in the DoubleClick Rich Media offer: "Voyage-sncf.com operators were already using the DoubleClick Rich Media solution. We hit on the idea of trying out the 'calendar reminder' feature within the DoubleClick Rich Media solution in June 2010, to mark the opening of ticket sales for the autumn season," says **Quentin MAES, iDTGV's e-commerce manager**.

Before iDTGV adopted the DoubleClick solution, Internet users wanting to buy a train ticket had to watch out for the openings of bookings so as not to "miss" the event. They could subscribe to the iDTGV Facebook page or Twitter, or the iDTGV newsletter. With the 'calendar reminder', Internet users can now be automatically notified by their electronic calendars, at a click.

A rich media banner in box format (300 x 250) and megaBan format (728 x 90) was displayed for seven days on the Voyages-sncf.com website. Internet users who wanted to be notified in their Outlook calendar or by Gmail, etc. just had to click on this banner: "We already knew about conventional rich media banner advertising. The novelty of the DoubleClick Rich Media offer is the 'calendar reminder' feature," adds iDTGV's Quentin MAES.

"The DoubleClick Rich media solution can also be implemented very quickly," says iDTGV's Quentin MAES. It took only two days for the iDTGV banner to be up and running on the Voyages-sncf.com website.



At a glance:

The requirement

iDTGV needed to raise anticipation among Internet users by informing them in real time of the opening date for ticket bookings.

The solution

After testing the 'calendar reminder' feature, iDTGV decided to adopt the DoubleClick Rich Media solution on the Voyages-sncf.com website because of its effectiveness, speed and ease of implementation

Results

The easy to configure DoubleClick Rich Media 'calendar reminder' is very efficient: it can significantly increase click-through rates and conversion rates.

Result

With the DoubleClick Rich Media 'calendar reminder' feature enabled just by clicking on a banner, Internet users can make sure they no longer miss the opening dates of bookings.

DoubleClick Rich Media solution provides the perfect answer to one of iDTGV's main objectives which was to generate expectancy among Internet users: "*We wanted to create an event to stir up enthusiasm and generate anticipation among users before the opening of sales. This objective was fully achieved,*" concludes **iDTGV's Quentin MAES**.

Performance indicators showed that results had increased by **1.5 in terms of click-through rate. The conversion rate** — i.e. the ratio between the number of actual purchasers and the number of click-throughs — **was also increased by 1.7.**

iDTGV now considers this feature to be essential. Voyages-sncf.com has also adopted the 'calendar reminder' feature: "*We now offer the DoubleClick Rich Media solution to our customers. The 'calendar reminder' feature is particularly advantageous for companies like us who work with a fixed sales opening date system. We would also like to test it on film releases in cinemas.*" adds **Virginie Bril, the Voyages-SNCF.com sale manager**.

About Voyages-sncf.com:

Founded in 2000, Voyages-sncf.com is a subsidiary of the SNCF group. Voyages-sncf.com is the leading online travel agency in France with 345 employees, 800,000 different visitors a day, or 10 million a month, and 55 million train tickets sold in 2009. Voyages-sncf.com offers train, airline, tour and excursion and entertainment tickets through its many partners, including SNCF, Eurostar, Thalys and Lyria, 180 airline companies, 108,000 listed hotels, 10 car rental companies, etc. In 2006, Voyages-sncf.com became the VSC Group, which is organised as three entities: Voyages-sncf.com sells train tickets, the Voyages-sncf.com travel agency sells plane tickets, hotel bookings, car rentals and other leisure activities. VSC Technologies provides hosting and development services for Voyages-sncf.com and other customers. Voyages-sncf.com provides its customers with mobility assistance through its Voyages-sncf.mobi mobile platform, which attracts 1 million different visitors a month, and is available on all terminals and through all operators. Voyages-sncf.com also provides its iPhone application in the Travel section on AppStore. For further information: <http://www.voyages-sncf.com>

About DoubleClick

DoubleClick is a provider of technologies and services for online marketing. The world's top marketers, publishers and agencies make use of DoubleClick's in-depth expertise in ad serving, rich media, video, search marketing and mobile advertising to take maximum advantage of online advertising campaigns. With its new positioning, placing its technologies and services "at the nerve centre of online marketing", DoubleClick has a better understanding of its customers needs and provides them with an increased level of knowledge. DoubleClick belongs to the Google group. For further information:

www.doubleclick.com