

Deutsche Bahn, the German rail company, launched a campaign that encourages domestic travel using photos of German location that mirror famous world tourist destinations.

According to Deutsche Bahn, 72% of Germans travel abroad for their holidays. The reasons are multiple of course, but the quest for famous world landmarks is often the main reason behind far and expensive travels.

Strong from this insight, the German rail company worked with Ogilvy Germany and Getty Images to launch the “No Need To Fly” campaign, inviting Germans to enjoy the benefits of cheaper train travels in Germany.

The campaign used AI to identify German locations that resembles iconic world landmarks. Then, using Facebook data, they targeted travel enthusiasts and local influencers with dynamic video ads including real-time comparisons of travel costs between international landmarks and their German counterparts.

Over 13 days, 750 unique ads were created, generating an impressive 6.61% conversion rate and resulting in a 24% increase in YoY revenue for Deutsche Bahn.

Source: <https://wersm.com/how-deutsche-bahn-increased-sales-by-24-thanks-to-instagram/>