

# How MINT Helped a Travel Leader Cut CPA by 11% and Boost Engagement by 10%

A leading France-based travel company partnered with MINT to tackle media governance, unify data sources, and optimize campaign performance. Through full-funnel support and AI-driven automation, MINT delivered standout results on spend transparency, CPA reduction, and landing page visits increase.



## CUSTOMER PROFILE

HQ

France

INDUSTRY TYPE

Travel

MEDIA SPEND

50 Mio €/Y

N° of Brands	1
N° of Business Units	1
N° of Product Lines	3
Ecommerce	Yes
Agency	Yes
Operation Model	Hybrid / In House
N° of Campaigns	+45
Campaign Types	Full Funnel

### 1. CUSTOMER'S PAIN POINTS & PRIORITIES

LIMITED GOVERNANCE ON MEDIA SPEND

- Lack of centralized governance over media spend and performance across platforms

DIFFERENT DATA SOURCES

- Inconsistent data reliability across sources
- High maintenance burden for multi-country reporting

POOR CAMPAIGN PERFORMANCE

- Limited ability to optimize campaign performance across channels and media partners

### 2. MINT'S SOLUTION

SOLUTION: MINT ARM		ENABLING FEATURES	
FULL VISIBILITY ON MEDIA SPEND	Unified view cross geography, cross countries, cross product line	BREAK SILOES	MINT ARM for Geo, Data Exploration, Custom Dashboards
ONE PLATFORM FOR ALL MEDIA DATA	Unique source of truth for all the data for all the different platforms	STREAMLINE & AUTOMATE	Collaboration Tools, Integrations, Planning, Workflow Automation
ENABLE FORECASTING & REAL-TIME ADJUSTMENTS	Achieving optimization across platforms by consolidating spend and conversion metrics	IMPROVE RESULTS	Predictive Planning, AI Suggestions Engine

### 3. DESTINATION POSTCARD & IMPACT

FULL GOVERNANCE

EFFICIENCY

BETTER PERFORMANCE

100%

Spend Transparency

-11%

CPA

+10%

Landing page visits