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 Al-driven automation, MINT delivered standout results on spend transparency, CPA reduction, and landing page visits increase.

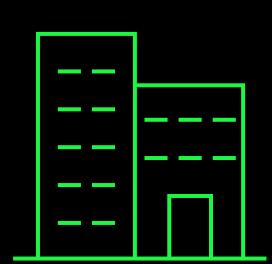


CUSTOMER PROFILE

HQ

INDUSTRY TYPE

MEDIA SPEND



France



Travel



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

2. MINT'S SOLUTION

SOLUTION: MINT ARM

MEDIA SPEND

ENABLING FEATURES

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

FULL VISIBILITY ON

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 & REALTIME ADJUSTMENTS

Achieving optimization across platforms by consolidating spend and conversion metrics

IMPROVE RESULTS

Predictive Planning, Al Suggestions Engine

3. DESTINATION POSTCARD & IMPACT



FULL GOVERNANCE

EFFICIENCY

BETTER PERFORMANCE 100%

Spend Transparency -11%

СРА

+10%

Landing page visits

