MINT SUCCESS STORY

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.
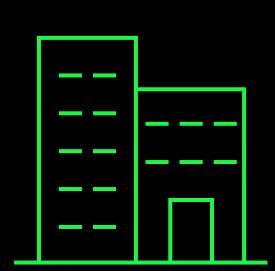
CUSTOMER PROFILE

HQ	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

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

DESTINATION POSTCARD

FULL GOVERNANCE

EFFICIENCY

BETTER PERFORMANCE

100%	**Spend Transparency**
-11%	**Cost per Acquisition**
+10%	**Landing Page Visits**