

# LBi and Kuoni win Travolution Award for Best Use of Search Engine Marketing

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With the challenge to cement Kuoni as the market leader in luxury travel, LBi was tasked with meeting an ambitious set of KPIs focused on increasing traffic and revenue, while developing the authority of Kuoni.co.uk.

LBi (<http://www.lbi.com/>) responded with a bespoke 'multi-signal' strategy, placing SEO, social media, online PR and community engagement at the core of customer communication activities across the organisation.

Up against stiff competition from Propellernet and HouseTrip, the judges were impressed by the campaign results, with Kuoni now outperforming its closest competitors by 5-10% and traffic from non-branded organic search is up about 100% YOY (Source GfK Ascent).

The campaign also put Kuoni (<http://www.kuoni.co.uk/>) at number 1 on Google for holiday related keywords for all top destinations and on the first page of Google for 90% of the 'holiday' keywords.

Mark Fleming, SEO & Affiliate Specialist, Kuoni, said: "We switched to a multi-signal search strategy about a year ago, focusing strongly on a broader range of digital and social channels. We've been incredibly pleased with the results that have been generated by LBi, and it's fantastic to know that our campaign has also received recognition from our peers and those within the travel industry."

Anneli Ritari, Associate Client Director at LBi, said: "Google's huge Panda algorithm update last year has meant that authority and social signals have become the as important as traffic for helping sites to rank well.

"With Kuoni, we've been able to quickly develop and implement a bespoke multi-signal search strategy, which we're delighted has also captured the imagination of the judges at this year's Travolution Awards."

About LBi:

LBi is a global marketing and technology agency, expert at blending strategic, creative, media and technical expertise to build business value. It helps companies of all shapes and sizes decide what's next for their business - and then it takes them there. LBi defines and executes transformational digital strategies for clients including BT, Coca-Cola E.ON, Lloyds TSB, Play.com, SAB Miller and Virgin Atlantic. Across 30 offices in 17 countries, there are more than 2,000 digital specialists collaborating with brands to enrich people's lives via service design, branded content, mobile, CRM and social media. It also sets the pace in digital display, search, affiliate marketing, usability and analytics. There are many things that make LBi unique, but if it had to choose one it would be its ability to bring together diverse teams of experts to suit any brief. This is called blending, and it's the reason why all types of organisations - from famous global businesses to disruptive start-ups - choose LBi to help make their brands desirable wherever, whenever and however people choose to engage with them.

PR Contact:

Julia Conroy  
UK Head of PR & Communications  
LBi  
146 Brick Lane  
London  
E1 6RU  
+442070636465  
www.lbi.com