

# Air Transat Canada

Takes off with 1,392% ROAS at peak season



## The goal

[Air Transat](#) is Canada's leading leisure airline. Serving about 5 million passengers each year, the brand is known for holiday travel, which makes late November especially important.

Travel Tuesday has become one of the busiest booking days of the year. Travelers are actively searching for winter escapes and summer getaways, and competition across airlines intensifies quickly.

With the holiday high season approaching, Air Transat was looking for a way to increase bookings while maintaining or improving return on ad spend (ROAS). The team also wanted a product that would simplify campaign management during a concentrated promotional window.



## The solution

**Launch early to allow for learning:** Going live months before peak season gave the team time to learn and optimize ahead of the demand spike.

**Built region-based Performance Max (PMax) campaigns:** Broad route coverage was balanced with the flexibility to spotlight key destinations and promotions.

**Prioritize high-value bookings:** By clarifying the most important conversion actions, PMax optimized growth directly against revenue.

**Keep ROAS front and center:** ROAS guided decisions throughout the ramp-up period, keeping growth disciplined.

**Review results consistently:** Early check-ins confirmed the campaign was progressing in the right direction before demand increased.

**Maintain shared visibility:** Transparent reporting kept everyone aligned as performance evolved.

## The results

1,392%

ROAS during peak travel season

+23%

of revenue from PMax