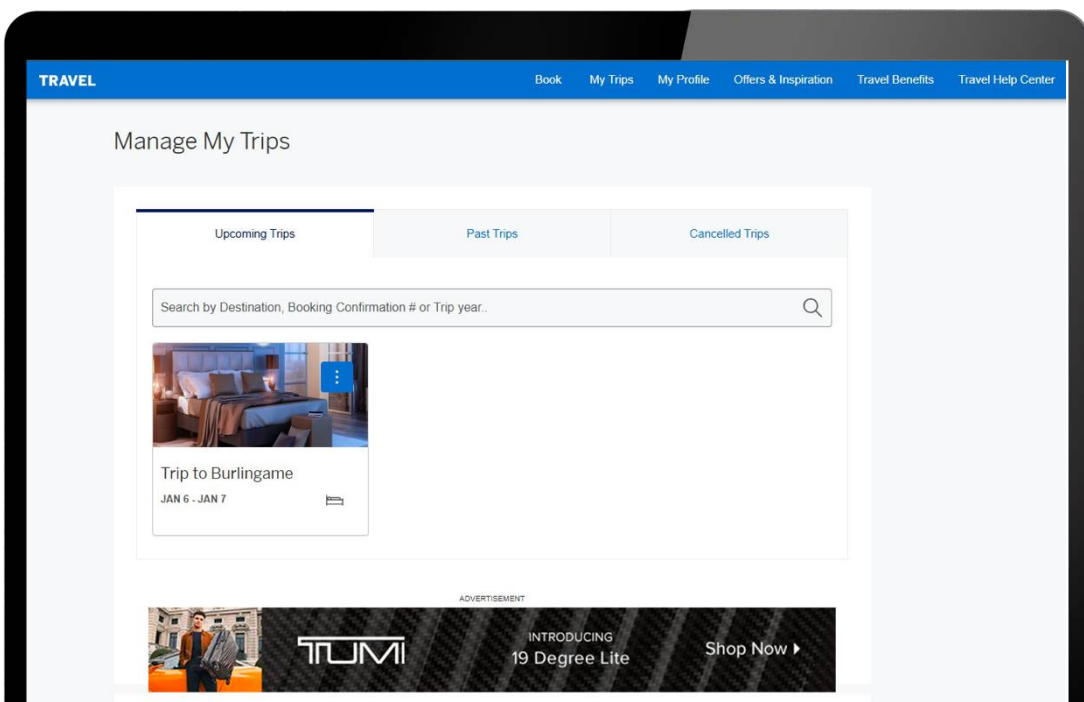




Thoughtfully Timed Messaging That Drives Action



The Challenge

Tumi® sought to reach high-spending travelers in moments when they were likely to purchase luggage, to drive sales across online and in-store channels.

The Solution

Amex® Ads enabled Tumi® to connect with high-spending travelers right after booking trips on Amex Travel, when luggage was most relevant. Ads on post-booking pages connected Tumi with Card Members during a moment of high purchase intent.

The results demonstrated the power of reaching the right audience at the right time with the campaign achieving a 30% Return on Ad Spend (ROAS)¹ Increase over Tumi's own benchmark. This return reflected strong sales both online and in-store, demonstrating that Amex Ads converted contextually relevant moments in a user's journey on our platforms into revenue for Tumi through strategic ad placement. High engagement further reinforced this impact, with Click-thru Rates (CTRs) 70% above Amex Travel benchmarks.

¹Based on a free pilot program. Return on Ad Spend (ROAS) = Total Attributed Spend / Media Cost. Total Attributed Spend is based on purchases made by American Express Card Members, calculated using Tumi's preferred attribution windows for click and view-through conversions. Media Cost is based on an estimated value determined by American Express.

The Impact

30%

Increase in ROAS over
Tumi benchmarks

70%

Increase in CTR over
Amex Travel benchmarks