

Cool! Carl's kulula combines with Clicks2Customers

kulula, which offers complete travel packages online, has contracted paid-for-search expert Clicks2Customers to boost bookings for its flight, car, hotel and holiday package offerings by driving more search-engine traffic to its website.

The airline claims to be South Africa's biggest online retailer with over R1.3bn in revenue generated via its website annually. The website also services seven million visitors per annum and the objective of the campaign is to make even more people aware of the airline's value offering.

Carl Scholtz, the airline's executive manager of IT, said, "We turned to Clicks2Customers because of its reputation and expertise in online marketing and managing pay-per-click campaigns, especially in the travel and tourism sectors."

The company is well known for handling campaigns of up to a million keywords for large international enterprises.

The kulula deal comes soon after Clicks2Customers signed similar deals with SA Tourism and ProteaHotels.com

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