

TUI

Travel

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Microsoft Audience Network

How TUI leveraged Search Ads with Audience Ads to create a 111% YoY growth in the number of micro-conversions with a 106% increase in YoY spends

The goal

The vision of TUI.nl is to be the ultimate destination for travelers, with a focus on making travel experiences special for every customer.

TUI's goal was more website traffic to inspire dream vacation booking. TUI also wanted to reward returning customers with personalized offers and recommendations.

To achieve conversions at a low cost and deepen customer loyalty, TUI teamed up with Microsoft Advertising, Adcore, and Adchieve to leverage the Microsoft Audience Network.

The solution

The Microsoft Audience Network enabled TUI to drive highly personalized engagements with ideal customers, powered by Microsoft AI. TUI tested ad creative for different holiday offers, leveraging Microsoft's first-party intent data to ensure highly contextual ad placements served on the Microsoft Audience Network were tailored to resonate with each unique customer. Overall, TUI increased website traffic and conversions by:

Prospecting – using different in-market audiences to reach new website visitors.

Retargeting – remarketing to customers who visited TUI's website through Microsoft Audience Network campaigns in the last 30 days.

“TUI's collaboration with Microsoft Advertising, Adcore, and Adchieve, empowered TUI to achieve our business goals, by focusing on boosting conversions and building a strong customer base. This has been successful, despite challenges like maximizing conversions at a low Cost Per Conversion in our competitive landscape.”

Jeroen Maaijen

Manager Digital Performance Marketing, TUI Netherlands

The results

A meaningful, overall lift in both reaching consumers in the upper funnel and moving them quickly towards conversions was achieved.

To drive performance, the Microsoft Audience Network created a 111% YoY growth in the number of micro-conversions with a 106% increase in YoY spends. Plus, when consumers were exposed to Search Ads with Audience Ads, a 134% higher domain visit rate and 259% higher conversion URL visit rate was observed.

+259%

Higher conversion URL visit rate



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