

# Ice Travel Group

Creating campaigns that move travelers and metrics



## The goal

**Help more travelers find their perfect getaway**

UK-based Ice Travel Group helps holidaymakers swap grey skies for warm beaches on its vacation comparison and travel deals site, [icelolly.com](https://icelolly.com). But even with a strong brand and loyal audience, the team knew there was room to reach additional travelers who were browsing beyond traditional search. They also wanted more profitable, efficient ad campaigns that could ramp up quickly.

Since June 2025, Ice Travel Group has been running [Performance Max](#) on Microsoft Advertising to boost coverage, reach new vacationers, and drive incremental conversions across its package-holiday business.

## The solution

Here's what helped their campaign take flight...

**Realistic return on ad spend (ROAS) targets:** By setting non-aggressive targets in the early phase, Performance Max learned faster and found profitable pathways sooner.

**Travel-specific in-market audiences:** Expanding to a wider pool of people comparing destinations, browsing deals, or planning seasonal trips helped Ice Travel Group capture signals beyond [Search ads](#) alone.

**Continuous budget monitoring:** By managing budget caps to keep the campaign running smoothly, the brand ensured the most effective pacing throughout peak planning periods.

## The results

15%

Higher ROAS

32%

Lower CPC