

# LATAM Airlines

Travel

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## Native Ads

Through strong partnership with Microsoft Advertising, the LATAM Airlines Brazil team used native ads to boost their digital marketing efforts.

### The goal

Looking to increase demand for flight searches on their Brazil website, LATAM Airlines recognized they needed more than just search campaigns. So, starting with modest daily investments, they expanded their strategy to include native advertising formats.

Their gradual approach led to native formats representing 25% of their total investment with the Microsoft Advertising platform. And as a result, LATAM Airlines not only drove more searches, but also impressively enhanced click share and conversions.

### The solution

**1. Travel Audience Remarketing:** By targeting users who visited their homepage and searched for specific destinations, this campaign aimed to reduce cost per search and encourage more bookings.

**2. Special Interests Campaign:** This campaign reached out to affinity audiences with interests in Sports & Fitness, Arts & Entertainment, Apparel & Accessories, and more, capturing their attention and driving engagement.

**3. Destination Remarketing:** Retargeting users who searched for specific destinations, this campaign created remarketing lists based on key URLs. Plus, they explored using Copilot on the Microsoft Advertising platform to create new assets.

“Partnering with Microsoft Advertising has been a gamechanger for us. The native ads strategy not only expanded our reach, but also significantly increased our click and conversion shares. We are thrilled with the results and look forward to continued success together.”

**Gregorio Meireles**  
Head of E-commerce  
LATAM Airlines

### The results

LATAM Airlines' native ads strategy delivered outstanding results, significantly growing reach and engagement. Conversion share also saw a significant boost with a **170% increase**.

These impressive metrics highlight the power of native ads for LATAM Airlines' digital marketing success.

+240%

Additional Reach  
compared to  
traditional search ads

+133%

Click Share Increase



## Ready to get started with us?

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