



Tours and Activities Ads passport to performance for GetYourGuide



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GET YOUR GUIDE

Customer:

[GetYourGuide](#)

Industry:

Travel

Country:

Germany

Date:

May 2023

Feature focus:

[Tours & Activities Ads](#)

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Impact:

Travel is most satisfying when you set off with an open mind. As the online travel marketplace GetYourGuide has quickly discovered, the same applies when it comes to pushing the boundaries of what paid search can do for your growth strategy. Using feed-based ads to bring experiences to life on the SERP GetYourGuide saw immediate rewards.

X3

Boost in CTR

25%

Reduction in CPCs vs standard text ads

"We can see how effective this format is at differentiating GetYourGuide from the ten or so blue links that appear on the results page. We're able to communicate much more of the feel of the experience and what we can provide. There's just so much more we can experiment with."

David McNair, Senior Paid Search Marketing Manager, GetYourGuide

Data source: New Look Internal Data, 2021 to 2022.

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