



# Learn how trivago found high-quality traffic with Microsoft Advertising in Japan



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**Customer:**

[trivago](#)

**Industry:**

Travel

**Country:**

Japan

**Date:**

October 2022

**Feature focus:**

[Microsoft Search Network](#)

[Microsoft Audience Network](#)

[Target CPA](#)

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**Impact:**

When Microsoft Advertising launched in Japan in May 2022, trivago was keen to be one of the first advertisers to run search and native campaigns targeting Microsoft Advertising's high-quality audience. The impact was immediate with cheaper costs and higher booking rates compared to the competition in Japan.

**25%**

Cheaper cost-per-click

**20%**

Higher conversion rate compared to competitors

**50%**

Lower cost-per-acquisition

*"We can't ignore the potential of Microsoft Advertising. It makes a difference, and it makes sense for us to be here [in Japan]."*

Bruno Frangen, Head of Performance Marketing, trivago

Data source: trivago Internal Data, June to July 2022

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