

ROBINSON

Goes off the beaten path to reach new guests and grow travel revenue by 26.9%



The goal

Grow bookings by attracting new travelers

In the travel industry, relying on retargeting alone can limit reach. For [ROBINSON](#), campaigns repeatedly targeted the same high-intent travelers, leaving less room to connect with people who hadn't engaged with the brand before.

To keep bookings moving, the company needed a way to expand reach without driving up costs or duplicating efforts.

Together with agency partner [hurra.com](#) and the Microsoft Advertising team, ROBINSON set out to attract more first-time guests, broaden demand, and use media investment more intentionally to avoid showing the same ads to the same users again.

The solution

The team focused on how different formats worked together across the funnel. Their approach included...

- Prospecting with [Audience ads](#), [dynamic remarketing](#), and upper-funnel formats
- Content diversity across formats and placements
- Targeting based on real in-market signals and intent
- Real-time optimization through close collaboration

This setup ensured prospecting with Audience ads and remarketing worked in tandem, turning new interest into bookings without unnecessary overlap. [Video](#) ran alongside these tactics as its own format, adding incremental reach without interrupting the core journey.

The results

+27%

year-over-year revenue growth

+113%

share of new customers

+42%

increase in average order value year-over-year

+64%

lift in return on ad spend

**when compared with remarketing on other platforms*