

# Viva

## Travel

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### Search Ads

Beyond borders: Viva Aerobus expands search campaign to the U.S.

#### The goal

[Viva](#) is a low-cost Mexican airline known for connecting regional travelers across North America. Although 23% of its routes connected to the U.S., Viva had focused its digital campaigns entirely on Mexico. With competitors already active in the U.S. and travel searches from the U.S. to Mexico climbing 9% year-over-year, the airline recognized a clear opportunity to expand into the U.S. market strategically - capturing demand without stretching resources.

#### The solution

With strategic guidance from Aleph's consulting team, Viva launched a test campaign targeting high-intent U.S. travelers using branded search terms. The approach tapped into existing brand recognition as Mexico's "smart choice," while maximizing efficiency. In addition, the team activated in-market audiences for the travel industry and other high-value sub-industries such as banking and financial services, as well as remarketing audiences, to further qualify demand and drive performance in the new market. Microsoft Advertising tools helped optimize for conversions, delivering over 7,000 in Q2 alone. U.S. bookings saw a 47% higher conversion rate and 55% higher average fares than domestic flights—marking a strong first step into a high-value market.

"The alliance with Aleph and Microsoft Advertising and the implementation of the strategy have been fundamental to Viva's success and growth, enabling the company to develop innovative solutions, improve operational efficiency, and reach new markets and customers."

**Fernanda López**  
Marketing Performance  
Coordinator  
Viva

#### The results

15%

conversion rate. An increase of 47% compared to average CVR on Mexico's full strategy.

55%

higher average ticket fare (compared to campaigns targeting Mexico)

7000

incremental conversions registered on the platform.

34x

average Return in Ad Spend (ROAS) during the first 3 months of the test.



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