

Microsoft Advertising Customer Story

RESERVATIONS.COM

See how Reservations.com was able to reach more travelers by scaling their media placements on Microsoft Advertising

IMPACT



66%
Better ROAS on
MMA ad type



38%
More efficient
CPA



4%
More efficient
CVR

THE GOAL

Expand online presence while achieving strong ROAS

Reservations.com wanted to scale their advertising efforts to reach new travelers and secure more bookings in a hyper competitive market.



THE SOLUTION

Leverage visually appealing ads to attract new customers

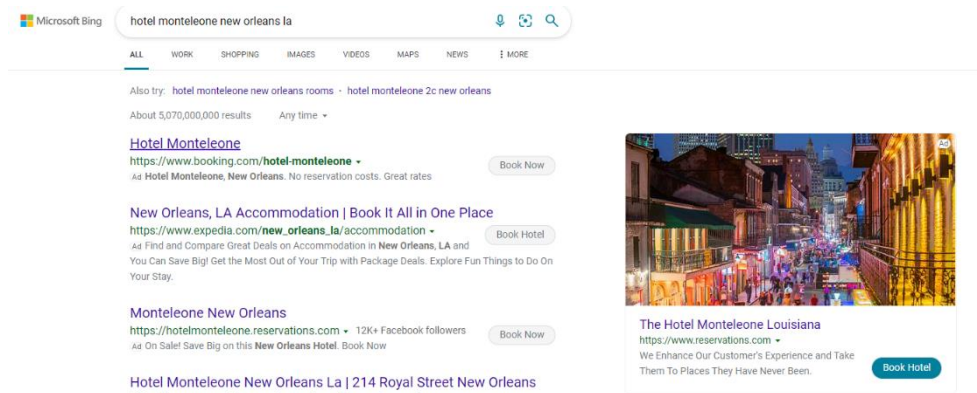
To attract more travelers to the site, Reservations.com implemented multimedia ads across their top non-brand ad groups. This highly visual ad type allowed them to win more auctions in competitive non-brand searches. Ultimately it enabled them to scale their reach to new high value customers while achieving their high ROAS goals through the additional bookings.

PRODUCTS USED



Multimedia Ads

Conversion Goals



TESTIMONIAL

“ Multimedia ads have empowered us to win conversions on non-brand queries that we would never typically win in the traditional SERP auction. As an early adopter, we were able to stand out from the pack and acquire net new customers through visually engaging. ”

Tatiana Baptista - Senior Director of Digital Marketing



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