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

Learn more
Customer: trivago
Industry: Travel
Country: Japan
Date: October 2022

Feature focus:
Microsoft Search Network
Microsoft Audience Network
Target CPA

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.

"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

25% Cheaper cost-per-click
20% Higher conversion rate compared to competitors
50% Lower cost-per-acquisition

Data source: trivago Internal Data, June to July 2022