



Club Med gets away from low-quality clicks with the Microsoft Audience Network

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Club Med

Customer:

[Club Med](#)

Industry:

Travel

Country:

France

Date:

May 2023

Feature focus:

[Microsoft Audience Network](#)

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Impact:

The Microsoft Audience Network helped all-inclusive travel specialist Club Med escape escalating acquisition costs for native advertising thanks to its high-quality audience and intelligent targeting.

x7

Cost per booking increase
across all channels

“Microsoft Audience Network means we can engage travellers showing an intent to book and an affinity with our brand, wherever they are. Our pilot gave us some key insights into how to leverage that opportunity, and we were able to drive a much better performance than we had been getting from native and display. We also noticed that our search advertising performance picked up once we ran the Microsoft Audience Network campaign. There was definitely a wider benefit for our brand.”

Gaëlle Goedtgheluck, Senior Media Trader Club Med’s Agency 45

Data source: Club Med Internal Data, 2023.

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