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

Learn more
Case study overview

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.

25%
Cheaper cost-per-click

20%
Higher conversion rate compared to competitors

50%
Lower cost-per-acquisition

“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

Data source: trivago Internal Data, June to July 2022