



With Dynamic Search Ads TUI achieved

50% 

higher conversion rate than standard text ads¹

TUI saw

27% 

decrease in Cost of Sales¹

Dynamic Search Ads now account for

25% 

of revenue from generic keywords¹

TUI boosts performance with Dynamic Search Ads in Microsoft Advertising

Uncovering gaps in generic campaigns with Dynamic Search Ads

TUI is a global travel company helping over 20 million customers enjoy their holidays around the world. The company has more than 50 years of experience in taking holidaymakers to over 180 worldwide destinations – from Spain to Shanghai and from Croatia to Costa Rica. In a competitive market, TUI France wanted to invest their budget according to their performance, which meant working closer with Microsoft Advertising.

The global travel company TUI saw the opportunity with Microsoft Advertising’s new features such as In-market Audiences, LinkedIn Profile Targeting, ad customisers and unique extensions like image and action extensions. However, it was by embracing the newly released Dynamic Search Ads (DSA) that truly boosted TUI’s performance on their generic campaigns.

Performance surpassed expectations and TUI experienced 50% higher conversion rates than standard text ads, at a cost-per-click rate almost on par with ads that had been manually curated. TUI reduced cost of sales by 27%, delivering incremental revenue at a profitable rate.

“DSA now accounts for 25% of our generic revenue with a higher conversion rate and almost equivalent CPCs compared to our classic campaigns,” Lombard said. “This has been an incredible way to generate incremental revenue during peak seasonal periods on generic campaigns.”

“Even if generics campaigns were performing well, TUI were losing potential customers on long tail queries, difficult to anticipate, especially during the peak travel period. By adopting Dynamic Search Ads [DSA], TUI were able to uncover the gaps in their generic keyword selection and dynamically create ad creative to service that demand.”



Alexandre Lombard,
SEA Project Manager, TUI

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1. TUI France internal data, compared to standard text ads, July 2019