Microsoft Advertising Insights

Case study: Travel In-market Audiences create lift and opportunity
Key takeaways

1. Serving ads with In-market Audience associations increases the probability of engagement from In-market Audience users through other non-associated campaigns.

2. Because In-market Audiences are a dynamic product, they offer windows of increased exposure.

3. In-market Audiences are large enough to support competition without price inflation.

4. In-market Audience presence has a proven lift on brand search volume during activated periods.

5. Users are members of many In-market Audiences simultaneously. Overlapping In-market Audiences paints an interest picture. Target and message accordingly.
Microsoft Advertising Travel In-market Audience ecosystem
For all seven brands included in this study, each saw a higher probability of receiving a click from a user included in an In-market Audience when they served an ad through an IMA-associated campaign, even if the eventual click came through a campaign without the association.
In-market Audience size can change meaningfully over time.

These areas show a concentration of days in March and April with smaller audience sizes.

These areas show a concentration of days in March and April with larger audience sizes.

These late winter months are demonstrating less size volatility than the transition into spring.

Smaller audience size

Larger audience size
In-market Audiences are a dynamic product, as users are continuously moving in and out of markets. Months with wide size profiles demonstrate opportunities to expand remarketing lists by keeping In-market Audiences associated.
The dynamic nature of audience sizing at play: as this audience increases, a travel industry leader’s presence stays the same, expanding opportunity for others.
Large overhead in Travel IMAs are largely untapped by large travel advertisers

This volume and competition behavior is observable across a broad swath of travel IMAs.

Data: Microsoft Advertising Internal
A large travel advertiser saw an increase in searches on their core brand terms upon increasing their investment in In-Market-Audiences.

Use In-market Audiences on Microsoft Audience Network and/or In-market Audience layers over top funnel generic terms and look for an increase in searches on core brand terms.
Microsoft Advertising top travel lines of business affinities

- Air Travel
- Home & Garden/Home Decor (59% overlap)
- Apparel & Accessories/Women's Apparel (49% overlap)
- Home & Garden/Kitchen & Dining (51% overlap)
- Hobbies & Leisure/Pets & Animals (49% overlap)
- Real Estate/Moving & Relocation (43% overlap)

Data: Microsoft Advertising Internal
Microsoft Advertising top travel lines of business affinities

- Hotels & Accommodations
  - Home & Garden/Home Improvement: 49% overlap
  - Hobbies & Leisure/Toys & Games: 55% overlap
  - Financial Services/Financial Planning: 46% overlap
  - Apparel & Accessories/Women's Apparel: 66% overlap
  - Travel/Transportation & Excursions: 62% overlap

Data: Microsoft Advertising Internal
Microsoft Advertising top travel lines of business affinities

- Cruises
- Home & Garden/Kitchen & Dining: 48% overlap
- Apparel & Accessories/Women's Apparel: 61% overlap
- Apparel & Accessories/Activewear: 38% overlap
- Computers & Peripherals/Computer Accessories & Components: 42% overlap
- Financial Services/Financial Planning: 42% overlap

Data: Microsoft Advertising Internal
Microsoft Advertising top travel lines of business affinities

- Car Rental
  - Hobbies & Leisure/Pets & Animals: 44% overlap
  - Jewlery & Watches/Watches: 33% overlap
  - Travel/Cruises: 42% overlap

- Apparel & Accessories/Clothing: 46% overlap
- Home & Garden/Home Decor: 64% overlap

Data: Microsoft Advertising Internal
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