

Microsoft Advertising Insights

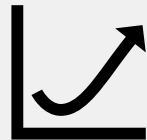
Case study: Travel In-market Audiences create lift and opportunity

Key takeaways

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



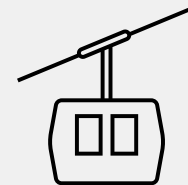
Because In-market Audiences are a dynamic product, they offer windows of increased exposure



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



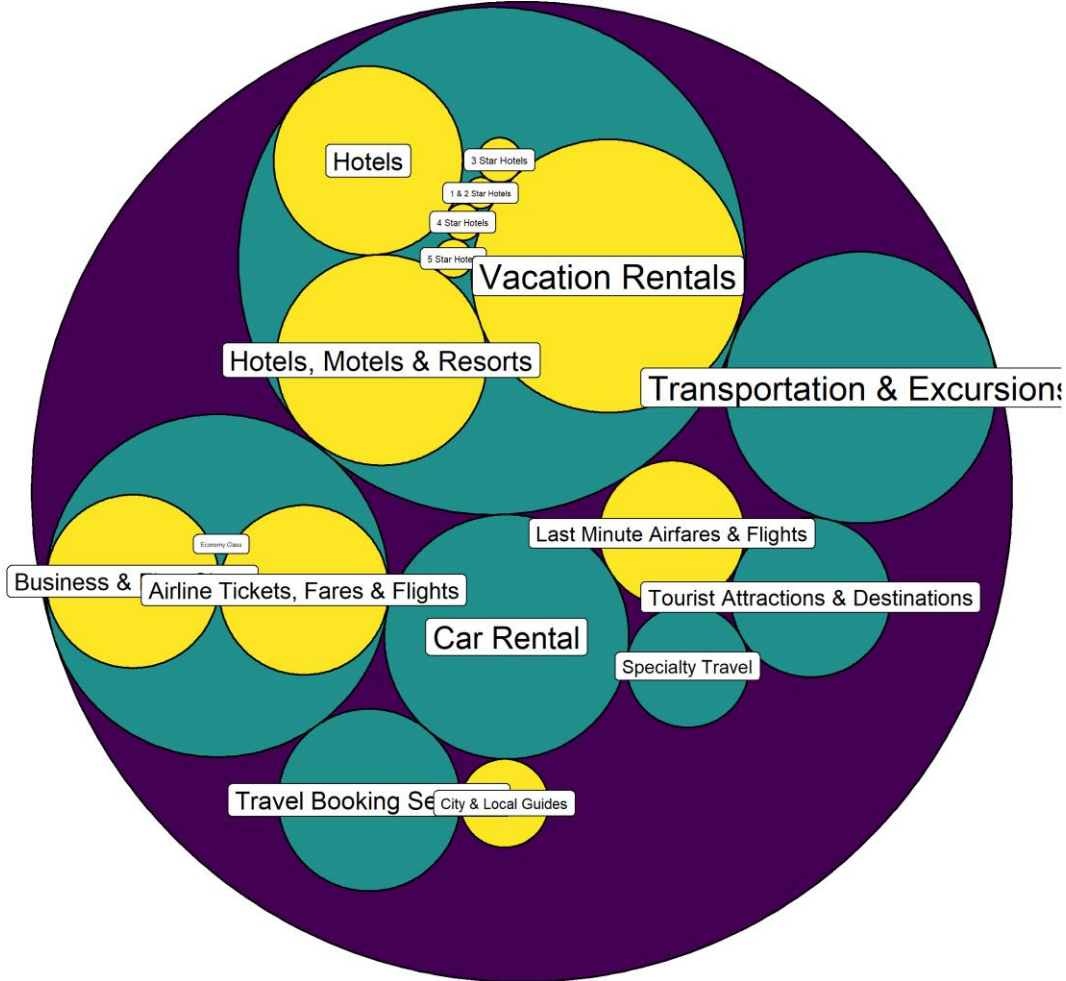
In-market Audience presence has a proven lift on brand search volume during activated periods



Users are members of many In-market Audiences simultaneously. Overlapping In-market Audiences paints an interest picture. Target and message accordingly.



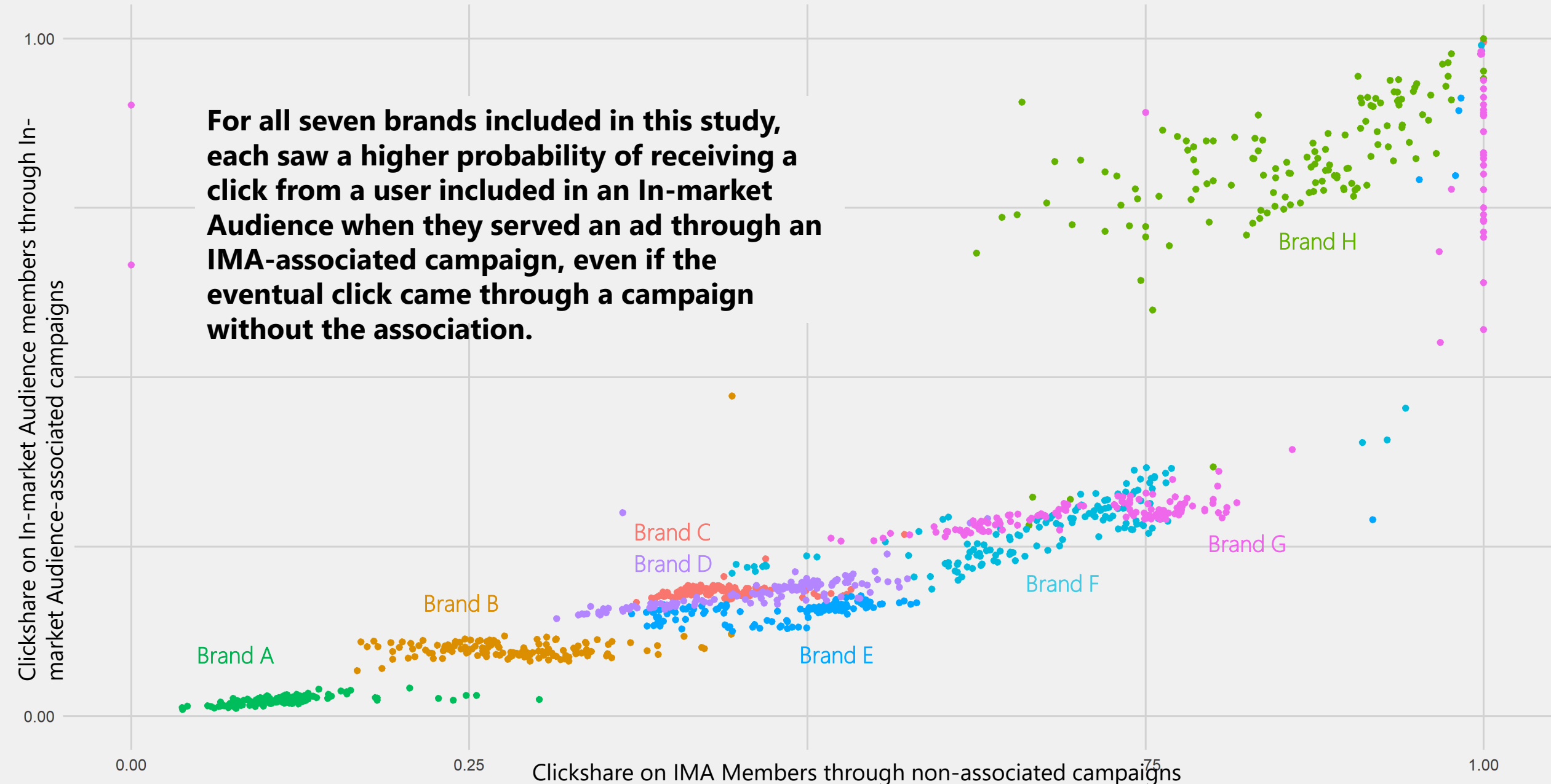
Microsoft Advertising Travel In-market Audience ecosystem



Across all studied brands, serving an ad through an IMA-associated campaign is heavily correlated to receiving clicks from IMA-members



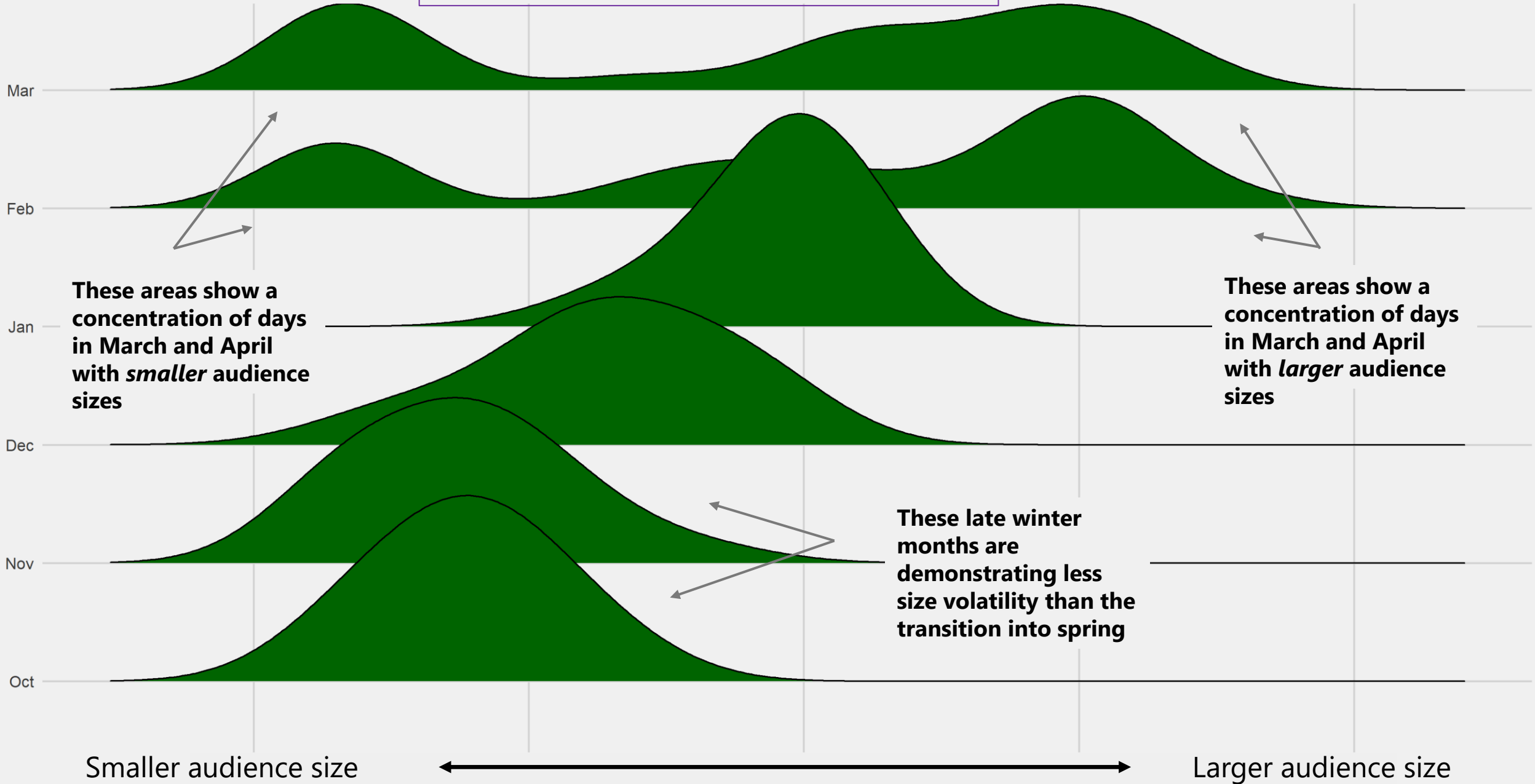
For all seven brands included in this study, each saw a higher probability of receiving a click from a user included in an In-market Audience when they served an ad through an IMA-associated campaign, even if the eventual click came through a campaign without the association.



Audience Size Over Time

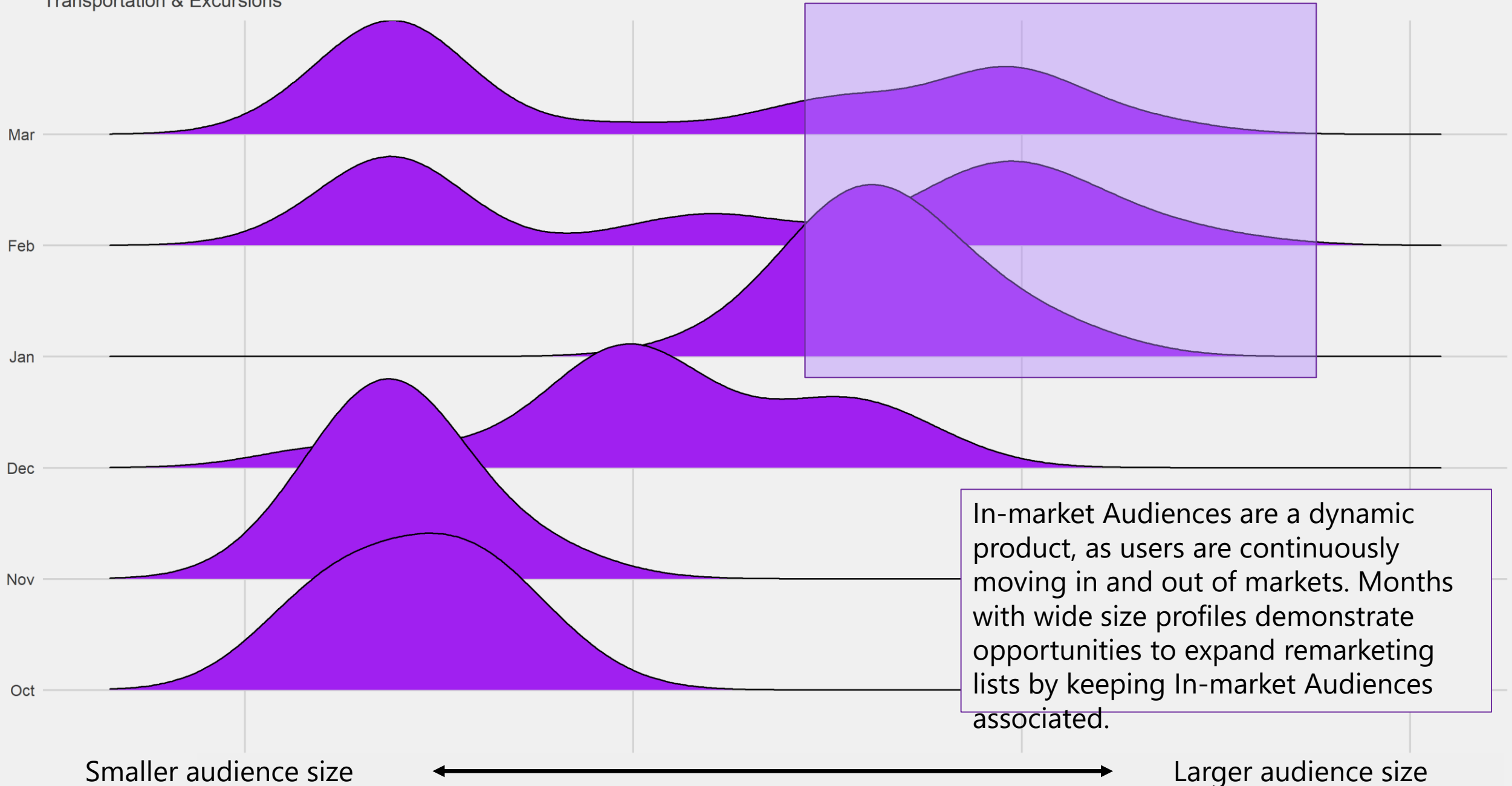
Hotels & Accommodations

In-market Audience size can change meaningfully over time



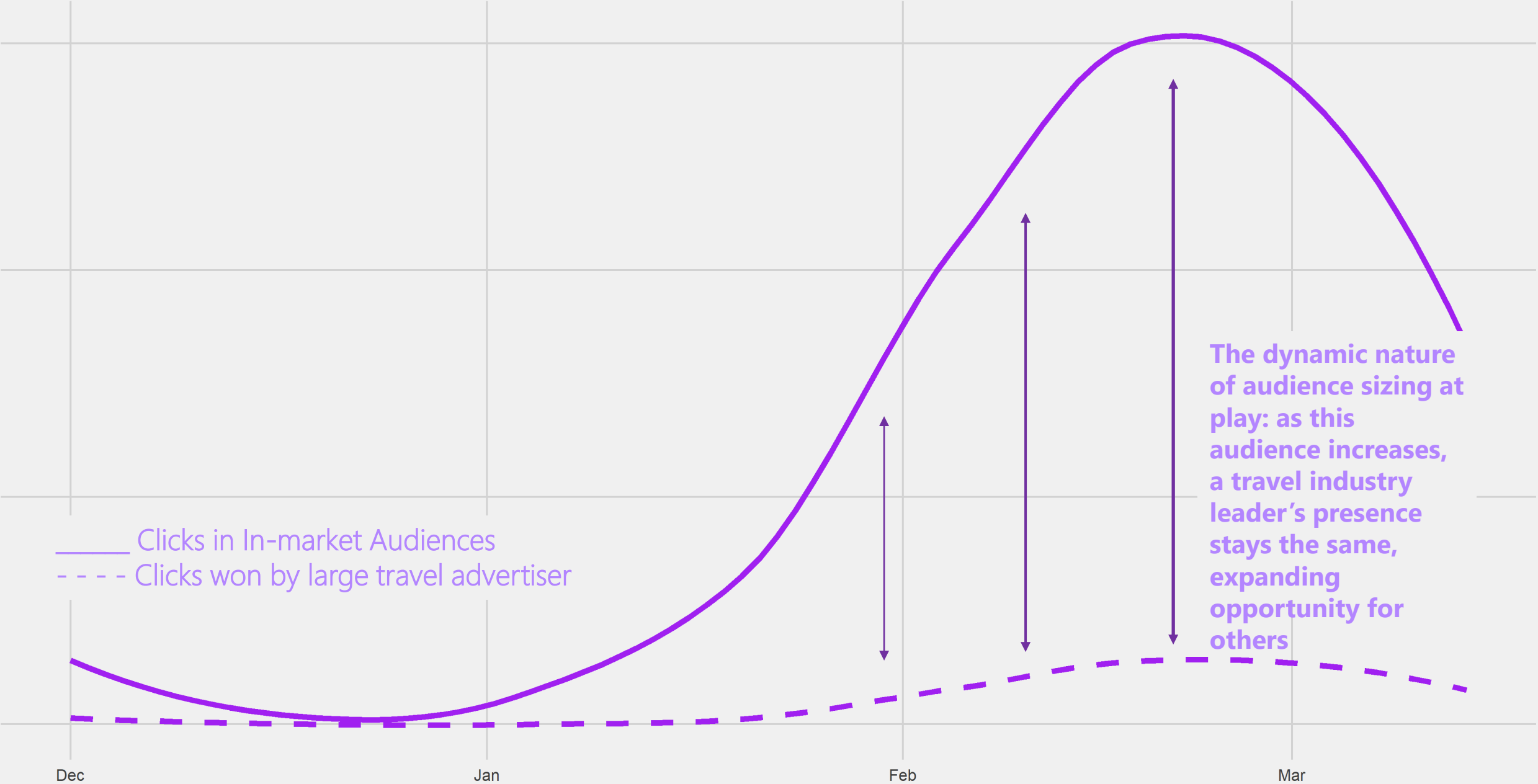
Audience Size Over Time

Transportation & Excursions



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.

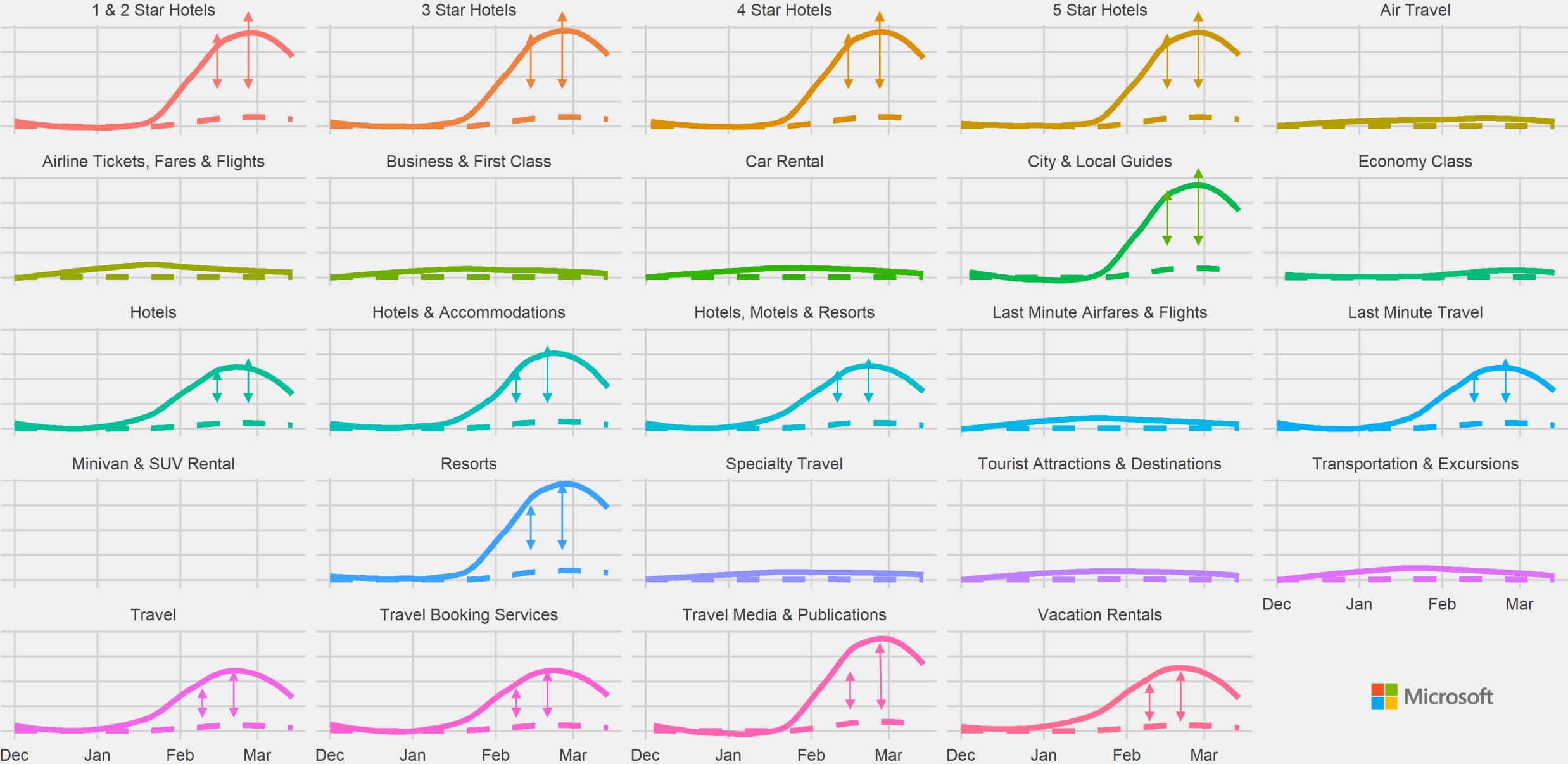
Large overhead in Travel IMAs in aggregate are untapped by large travel advertisers



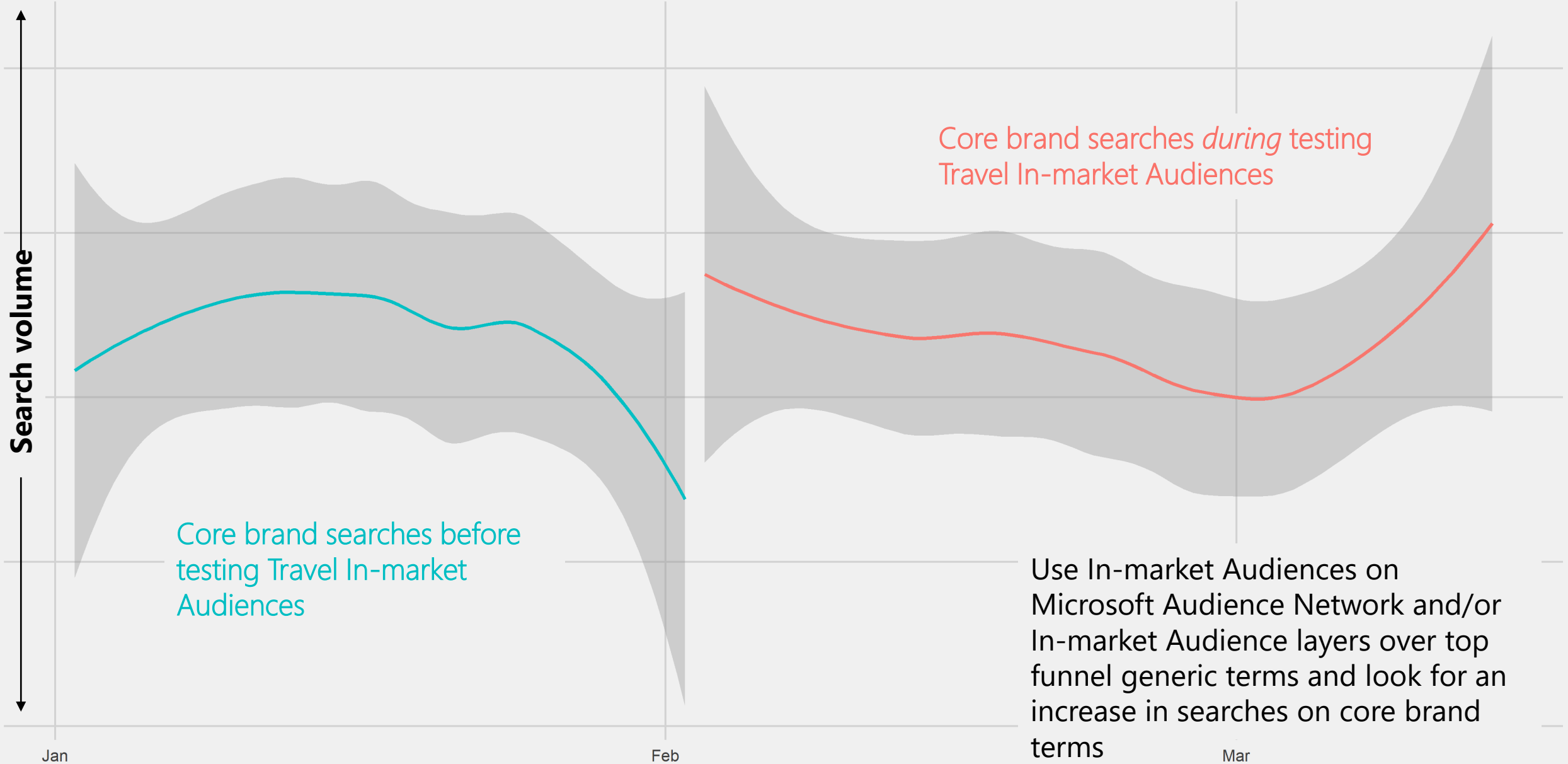
The dynamic nature of audience sizing at play: as this audience increases, a travel industry leader's presence stays the same, expanding opportunity for others

Large overhead in Travel IMAs are largely untapped by large travel advertisers

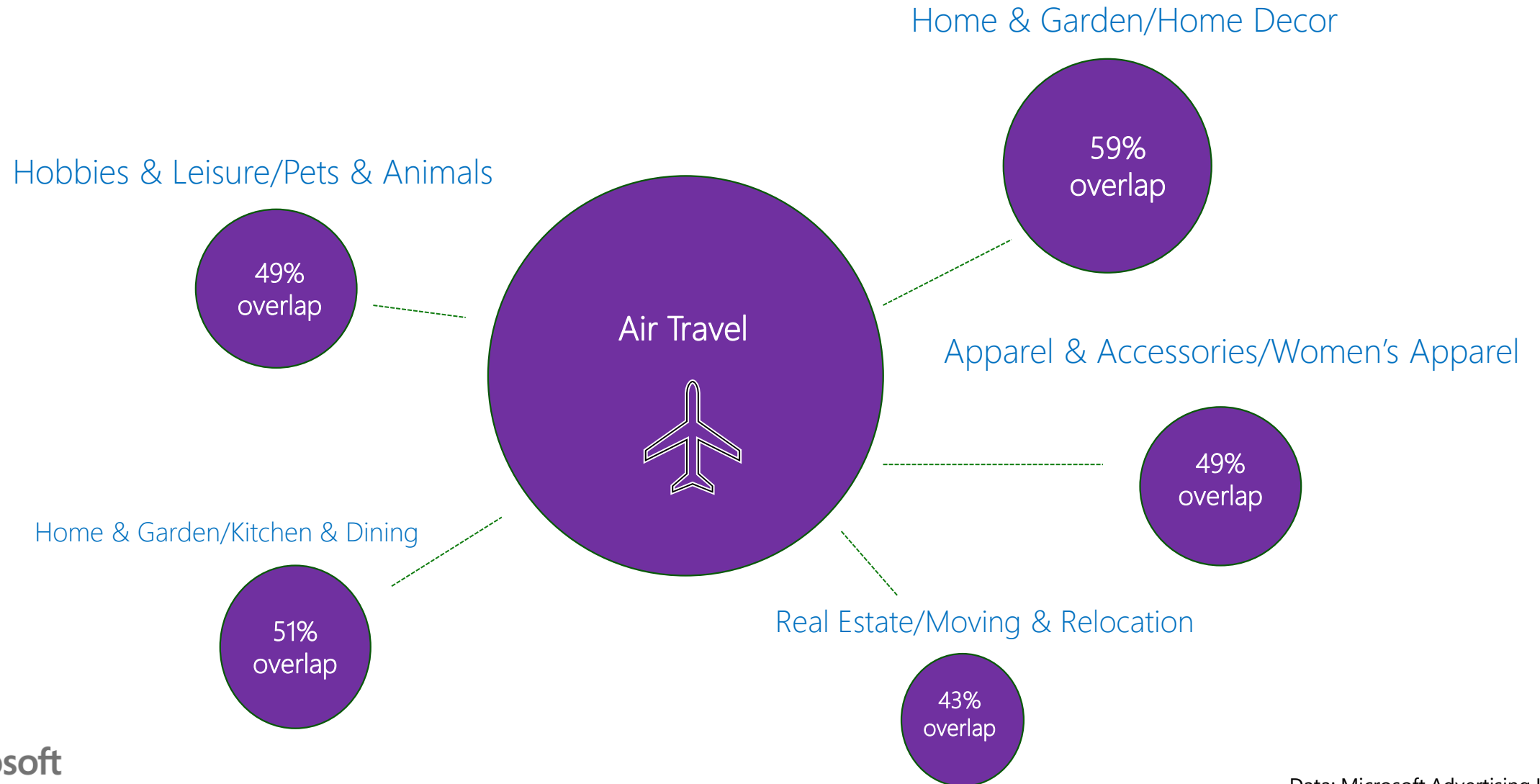
This volume and competition behavior is observable across a broad swath of travel IMAs



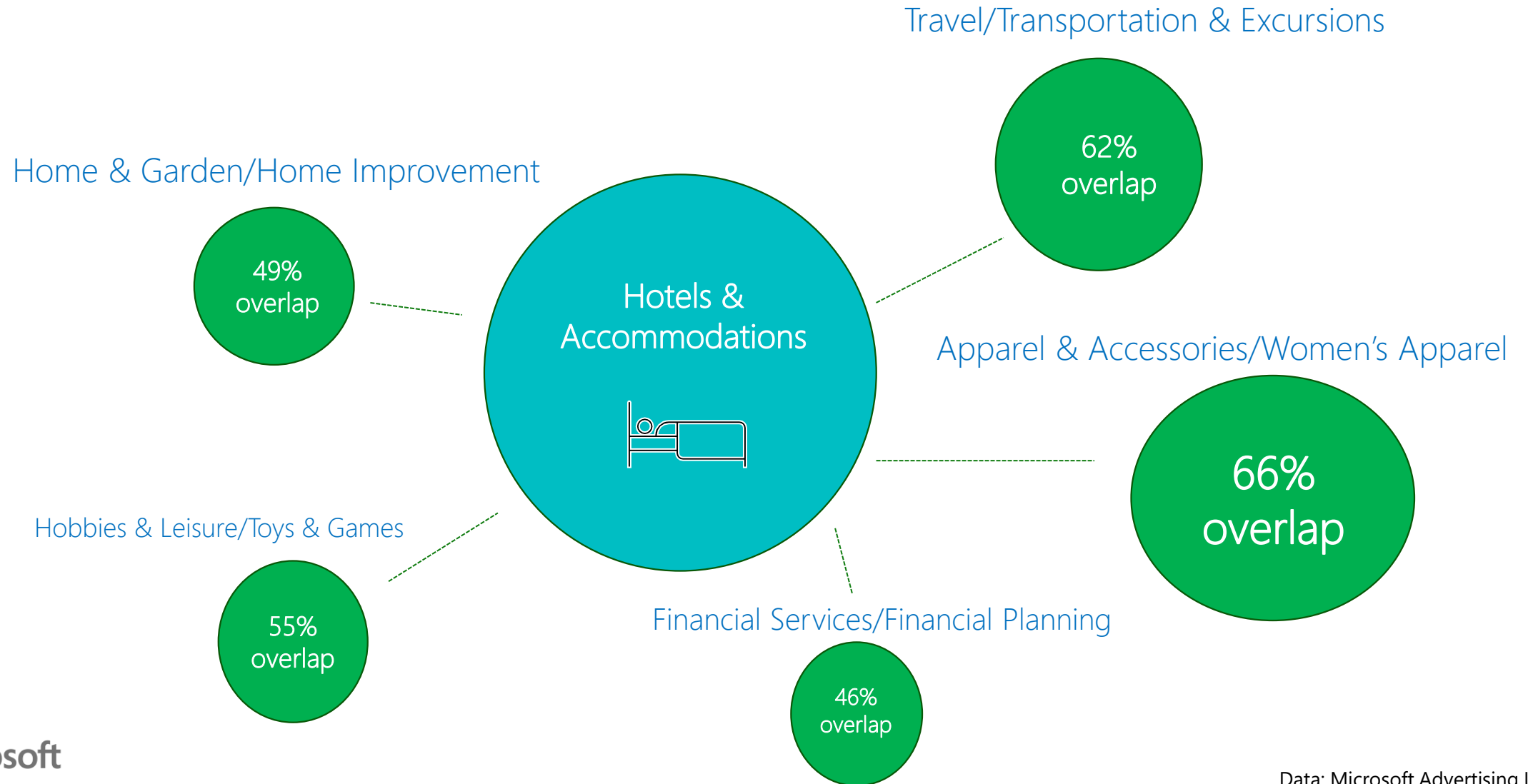
A large travel advertiser saw an increase in searches on their core brand terms upon increasing their investment in In-Market-Audiences



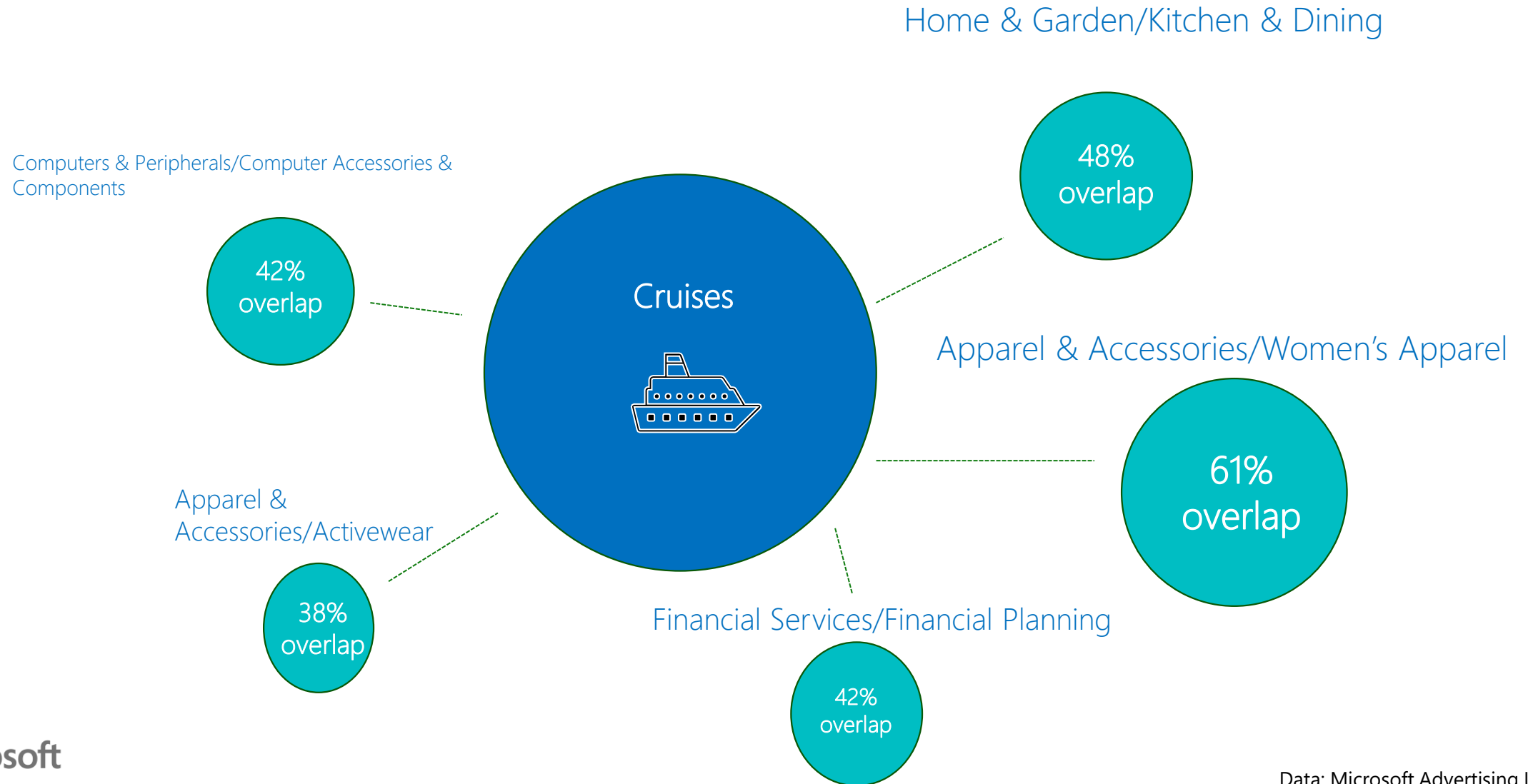
Microsoft Advertising top travel lines of business affinities



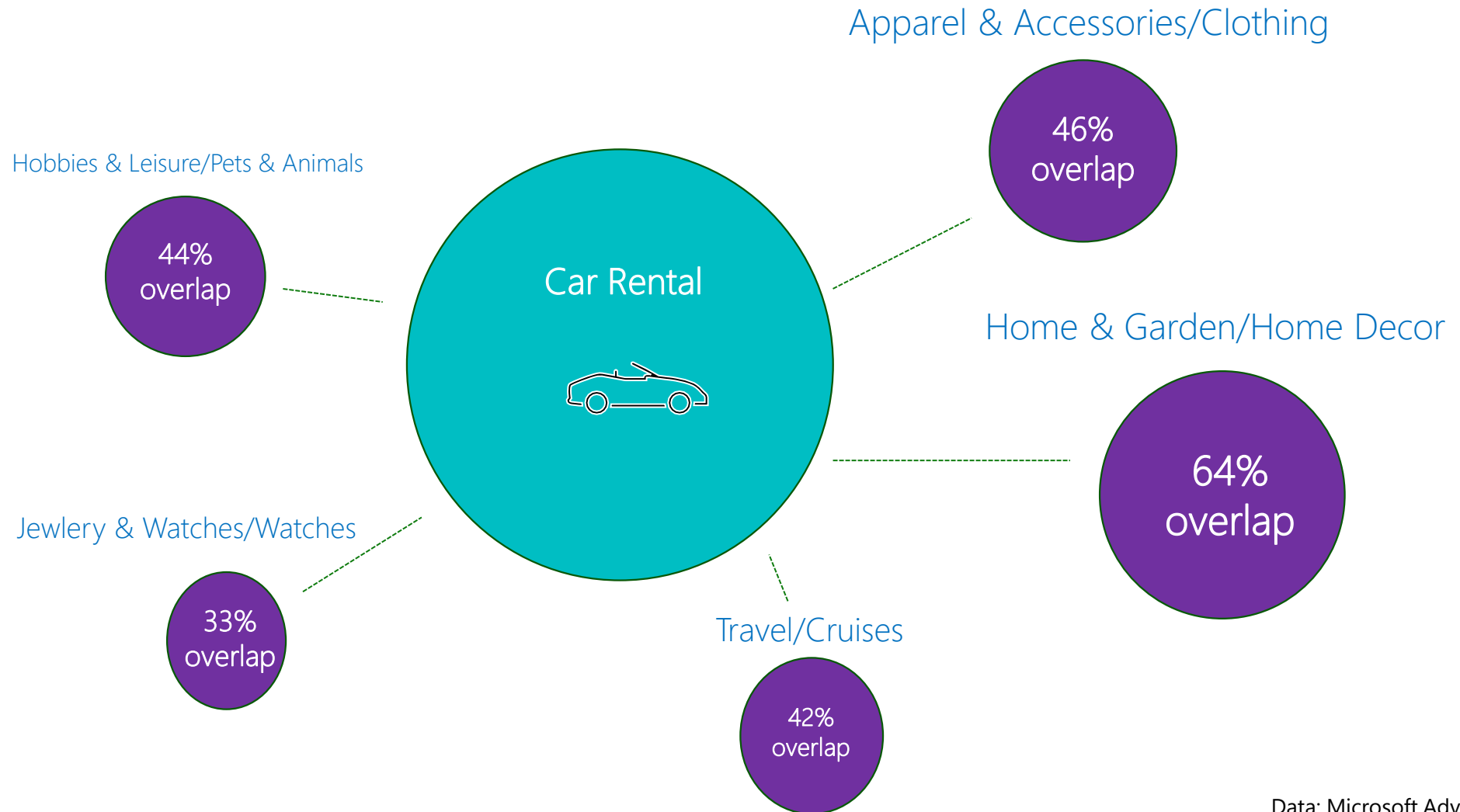
Microsoft Advertising top travel lines of business affinities



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