

Microsoft Advertising Insights

Half-price flights peak Australia travellers' interest in Air Travel bookings

Between **April and July**, an average of **46,000** half-price fares will be offered each week to and from **13 regions**. This has resulted in a **spike in travel clicks** on Microsoft advertising. The upcoming **Anzac day** and **school holidays** play a key factor in seasonality.



Action 1: "Bidding on 13 popular destinations is key" Invest in upper funnel keywords to improve the likelihood of connecting with your consumers in initial phase of their travel journeys.

Destination Searches



Searches and Clicks for all **13 locations** eligible for half-price airfare spiked by **+13%** and **+18%** week over week (WoW) respectively.

WoW Growth (%)

Trending search keywords

Searches containing **'flights'** spiked **+16%**

'cheap flights' searches up **+26%**

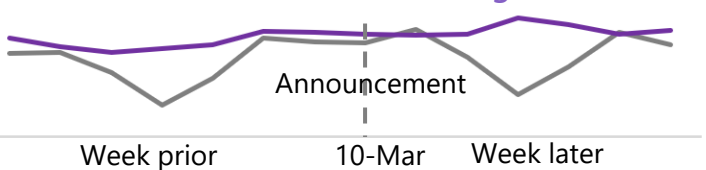


Action 2: "Capture consumers demand" Adjust your **campaign budget** to capture the **increased demand** for travel post the half pricing announcement.

Key travel categories are experiencing a **surge in weekly traffic** after half pricing announcement, indicating **instant consumer interest**.

| | Air Travel | Car Rentals | Travel Booking Services | Wow growth (%) |
|----------|------------|-------------|-------------------------|----------------|
| Searches | +5% | +8% | ~ | |
| Clicks | +6% | +2% | +5% | |

Indexed Clicks and click through rate (CTR)



+7% CTR₁

+7% clicks₁

Strong opportunity to capture growing consumer engagement and take advantage of softer competition.



Action 3: "Improve your keyword coverage" with Broad Match and Dynamic Search Ads to capture the surge in demand.

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1. Microsoft internal data, Travel, O&O core, 3 March 2021 to 16 March 2021 ,
 Note: Comparisons in uplift are between pre-announcement week (3 March-9 March) and announcement week (10 March-16 March 2021) .