

With Microsoft Advertising, Virgin Australia has achieved:



18%

increase in
year-over-year
revenue¹



5%

increase in average
order value of
bookings¹



13.4%

increase in
conversion rate¹



23.57%

click-through rate¹

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1. Virgin Australia internal data, 2018, including Virgin Australia operated, codeshare and interline services.

2. The Bing Network is now the Microsoft Search Network.



About Virgin Australia

When [Virgin Australia](#) launched in 2000, the company saw itself as a new airline for the new century. Today, it provides flights to 42 destinations within Australia, as well as 460 destinations in total.

Better efficiencies, bigger growth

Working with performance marketing agency, Columbus, a Merkle Company, Virgin Australia embraced the opportunity to be the first-to-market users of Adobe Audience Manager for the Microsoft Advertising [Custom Audiences](#) beta in Asia-Pacific markets. As a result, they've been able to execute successful audience-targeted digital efforts in Australia, the United States, the United Kingdom and New Zealand across the Microsoft Search Network (formerly the Bing Network) and with display advertising on Microsoft properties.

According to Ben Will, media specialist for Virgin Australia, the company's new strategy has brought them a more affluent and likely-to-convert audience.¹ "For Virgin Australia, our core customer segmentation aligns more with the Bing Network² audience. I think that might be one reason we've increased the investment because we've seen that performance growth and the conversion rates."

