



Baggage Claim 3  
Ground Transportation



“Enhanced CPC optimizations ensure we maximize airline ticket sales on Microsoft Advertising campaigns. But when combined with Remarketing, we increase the search signals considered by Enhanced CPC algorithms, allowing for greater conversion volumes and profitability.”

Samira Jellabi  
Search Engine Advertising Division Director  
Performics

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Air France remarketing conversion rates increased by

3x



67%

decrease in Remarketing cost per acquisition



Microsoft Advertising solutions:

Enhanced CPC  
Remarketing



## Air France soars with combined search ad solutions from Microsoft Advertising

To bolster online acquisition and improve the efficiency of its pay-per-click campaigns, Air France turned to Performics, a Microsoft Advertising Elite Partner. Performics chose to take advantage of two Microsoft Advertising features across all campaigns: [Enhanced CPC](#) and [Remarketing](#). While each feature is powerful on its own, the combination measurably strengthens results.

The strategy paid off. Laure Serraille, search engine advertising manager at Air France, reports that using Enhanced CPC and Remarketing together has allowed for a “high increase in sales and profitability.” By optimizing its Enhanced CPC bids along with Remarketing lists across all Microsoft Advertising campaigns, Air France reduced its cost per click (CPC) by 26% and increased sales by 43% in one year.<sup>1</sup>

**AIRFRANCE**

**Performics**

1. Air France internal data, 2019.