The FlipKey marketing team had lofty goals for its latest Microsoft Advertising campaign: Win market share from competitors, reduce the amount of time it took to convert a customer, and find an easier and less time-consuming way to manage its massive number of keywords.

Netting more revenue with broad match

A business analysis of the company’s pain points led the Microsoft Advertising account team to identify broad match as a potential solution. Broad match would not only make it easier to manage huge keyword lists but also help increase search term coverage. And with Remarketing, FlipKey could target searchers who were more likely to convert. Without any campaign optimization, broad match accounted for 50% of total impressions, 36% of total clicks and 35% of total revenue. Broad match also provided a boost in search term coverage, helping to improve brand awareness for FlipKey — all while keeping within the company’s return on ad spend (ROAS) target.

“The Microsoft Advertising campaign has considerably exceeded all expectations and has now been implemented across our VR brands and even other TripAdvisor verticals,” says Kevin Tang, VR SEM manager for TripAdvisor. “We’re definitely going to continue to invest and expand on Microsoft Advertising. We’re very happy with the support we get, and of course, we see results!”

Microsoft Advertising broad match results

50% of total impressions

36% of total clicks

35% of total revenue

Microsoft Advertising solutions:
Broad match
Remarketing

1. FlipKey internal data, 2019.