



"MSAN is unique to Microsoft Advertising, easy to run, and brings us profitable bookings on our domestic and outbound markets. MSAN illustrates the fact that native advertising can be truly performance oriented."

- Cedric Ibanez, Head of Search & Metasearch, Air France

MSAN conversions were more profitable than generic search campaigns

+18%



Overall MSAN reduced cost-per-acquisition (CPA) for Air France.

-29%



Using the Microsoft Audience Network to differentiate during COVID-19.

French aviation flag carrier [Air France](#) has a long-standing relationship with its media agency [Performics](#). Historically the brand was conservative with its approach to paid media and stuck to tried and tested formulas. COVID-19 proved to be a forcing function for change. While competitors heavily restricted budgets or switched off campaigns entirely, the Performics team saw this an opportunity to test the Microsoft Audience Network (MSAN).

Using native as a performance marketing tool

Unlike other brands who primarily use [MSAN](#) as an upper-funnel brand awareness tool, Air France wanted to use MSAN as a unique way to drive profitable conversions as incremental volume to existing search campaigns.

Air France prioritises profitability as its main KPI. Through audience ads, MSAN quickly started delivering interesting traffic which turned out to be extremely profitable for the company. Compared to non-branded search campaigns in the US market, MSAN was 18% more profitable between September and December 2020.

Audience Ads also proved to be quick and easy to set up: "We wanted to be agile, so we started from scratch, implemented a few creatives with one or two text ads and we were ready to launch. We wanted to test this quickly and we found the interface efficient and super easy to use," said Maud Vianez, Search Account Director at Performics. In 2021 MSAN added 3% incremental conversions on Microsoft Advertising non-branded campaigns whilst reducing the overall cost-per-acquisition by 29%.

Performics Internal Data, September 2020 to May 2021.

[Microsoft Advertising. Intelligent Connections.](#)



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