



"We use the Microsoft Audience Network to reach audiences that have an intent to travel outdoors on the renter side, while we also target RV owners so we can match them up with our renters."

- Martijn Scheijbeler, vice president of marketing at RVshare

RVshare



[VIEW THE CUSTOMER STORY](#)

76%

more website traffic with Microsoft Advertising (compared to last year)



Double Digit growth

and a stable CPC year over year



RVshare takes road to growth with Microsoft Advertising

[RVshare](#) was one of the first RV rental marketplaces to emerge. The company has since grown into a peer-to-peer platform where more than 100,000 owners rent out their RVs to travelers and adventurers across the U.S.

During the pandemic, RVshare found an opportunity with RVs becoming a go-to option for those who wanted to dip their toes into travel adventures closer to home. "RV travel is a relatively safe way to travel with people you're close to," says Martijn Scheijbeler, vice president of marketing at RVshare. "You can still go to places and stay distant from everybody else. That provided a massive increase in demand for the RV space."

As a result, the number of RVs listed on the RVshare platform soared, and RVshare's business grew 3X in the summer of 2020.

Microsoft Advertising is a core focus of RVshare's overall marketing strategy, with paid search being its most important growth channel to reach people as they search for destinations they dream of and then plan on visiting.

RVshare leverages the [Microsoft Audience Network](#), and [audience targeting](#) to reach more RV renters and engage more RV owners to join the platform. As a result of working with the Microsoft Advertising platform, RVshare was able to drive 76% more traffic to their website in the summer of 2020 compared to the previous year. The company also experienced double-digit growth while maintaining a stable CPC year-over-year.

Source: RVshare Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.