

SUCCESS STORIES

Air France

Travel

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+52% Bookings from nonbrand campaigns

+54% Revenue from nonbrand campaigns

Performance Max

How Microsoft Advertising helped Air France to increase bookings by 52% into its network.

The goal

In the second half of 2023, Air France decided to shift its paid search strategy from a profitability focus to maximizing revenue. The goal was to optimize all post-crisis opportunities on over 100 markets managed globally. The timing of this strategy revision was perfect—Microsoft Advertising had just released a new feature, Performance Max. To generate incremental bookings and revenue, Air France's paid search agency partner Performics decided to test Performance Max alongside Search and Audience ads.

The results

With Performance Max, Air France achieved their targets. After launching the Performance Max campaign, Air France bookings increased by 52% and revenue from nonbrand campaigns had a 54% increase over the period.

The solution

Thanks to advanced import tools, Performics was able to quickly roll-out the Performance Max functionality in Microsoft Advertising, helping them to immediately drive positive impact on key market campaign performance.

Performics applied a targeting strategy to leverage Microsoft's proprietary in-market audiences of users' searches and visit. Using high-quality creative assets for top travel destinations and a ROAS target, Performics effectively helped Air France reach their objectives.

"We are pleased with Microsoft Advertising's AI capacity to enhance bookings and reach. If this level of performance is maintained, we plan to launch Performance Max across additional markets."

Sacha Maniquant

Head of Search and Metasearch
Air France

"Based on the results achieved with Performance Max for Air France, we are recommending this campaign to other advertisers. We are looking forward to further results".

Nicolas Pestourie

Head Of Paid Search Operations
Performics



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