

Rainbow Tours

Travel

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3x efficiency with remarketing on Microsoft Advertising

Audience ads

How Rainbow Tours achieved high-value outcomes with Microsoft Advertising

The goal

Since 1990, the goal of Rainbow Tours has been the success of every customer's holiday vacation in Poland. Focused on the carefree spirit of every customer, Rainbow Tours' vision was to extend the duration of the purchasing process for the travel segment.

The strategy was to apply emphasis on effectively closing sales actions to monetize high-quality traffic. That's why Rainbow Tours aimed to enhance their sales performance on Microsoft Advertising, focusing on search campaigns from early 2022, leveraging their high traffic, and quality metrics from both organic and paid sources as reported in GA4.

The solution

To achieve an extended purchasing process, the agency Bluerank worked with Rainbow Tours to create native remarketing campaigns on the [Microsoft Advertising Network](#).

The team focused on Rainbow Tours' existing and substantial user base from organic and paid channels.

This strategy allowed the team to close sales more effectively and complement overall search engine marketing efforts. Microsoft's Audience ads helped Rainbow Tours broaden its reach within a diverse Polish audience and capitalize on untapped opportunities in Poland.

"I'm pleased with the results Bluerank achieved with Microsoft Advertising for Rainbow Tours.

They not only boosted our traffic and delivered leads but also unlocked new growth opportunities.

Thank you!"

Piotr Wilk
E-commerce Manager
Rainbow Tours

The results

The results were outstanding. Since April 2023, Rainbow Tours' remarketing on Microsoft Advertising achieved 3x the efficiency of similar Google Ads campaigns. Remarkably, the revenue generated was comparable to standard remarketing in Google Ads, highlighting Microsoft Advertising's capacity to drive significantly higher-value transactions.

Key Takeaway: Leveraging Microsoft Advertising's remarketing capabilities can yield high-value outcomes and more travel orders.



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