



# Leading airline takes off with Bing Ads



LATAM Airlines Group originates from the merger of LAN and TAM Airlines in 2012. Today, the Santiago, Chile-based group is the world's second largest airline with destinations in 25 countries.

**Industry:** Airlines

**Market:** South America, North America, Europe and Australia

**Target customers:** Men and women of any age

**Products used:**

Sitelink Extensions

Image Extensions

Remarketing in Paid Search

Bing Ads Editor

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## The challenge

Graphene by IPG, the agency specially created to globally manage the account, took very seriously the challenge of developing a strategy focused on superior performance

“We need to ensure that our clients can find us whenever they search for something related to traveling,” says Javier Morales Muñoz, the e-business performance marketing manager at LATAM Airlines Group.

## The solution

The success relied on not putting all eggs in one search engine basket. The agency had seen Bing Ads being used in the U.S. with positive results, tested it in key markets and rolled out to the whole region after the platform showed its value.

“Bing Ads is part of our planning due to its own merit”



André França  
Media Director at Graphene Brasil

Results provided to Bing by LATAM Airlines Group.

## The results



“Bing offers a number of alternatives and strategic solutions to ensure that at any given moment when customers need something, especially in this complex and ultra-competitive scenario, we will be able to provide it immediately. Without a doubt, it is one of the paths for a solid and robust strategy that saves us money and provides a high return on asset.”



**Javier Morales Muñoz**

E-business Performance Marketing Manager  
LATAM Airlines Group



A month-to-month improvement of approx.

50%  
of revenue



30%  
improvement in  
cost per sale



A return of close to

15X  
its investment in  
search with Bing  
Ads



CPC  
50%  
lower than other  
platforms

SIGN UP NOW

