



## Bookings soar 18% as low-cost airline throttles up geo search

In 2013, low-cost airline, **tigerair**, wanted to increase bookings by refining its search marketing. Working with media agency MEC Australia and Bing Ads campaign teams, tigerair adopted generic and brand search terms, and used Geo to create route-specific campaigns. After six weeks, click-through rates rose six percent while flight bookings soared 18 percent.

### Challenge

Established in 2007, tigerair is a Melbourne-based low-cost airline that flies between 17 airports in Australia. Competition is fierce. With most passengers comparing and booking flights online, the battle to attract and retain customers is fought continuously across multiple websites, including those run by travel agencies and flight aggregators, as well as search engines.

In August 2013, tigerair partnered with media agency MEC Australia to launch a search account on the Microsoft service, Bing Ads. In the initial stages of activity, MEC Australia and tigerair enjoyed high conversion rates and a low cost per acquisition (CPA).

However, additional traffic and bookings were necessary for tigerair to align the campaign with overall goals. Bing Ads' mission was to deliver higher click volume and bookings for tigerair while maintaining a CPA that compared favourably to other major search publishers in Australia.

### Case Study

Client:

**tigerair**

[www.tigerair.com](http://www.tigerair.com)

Social Media :

Sector : Travel   

Country : Australia

**18%**  
increase in bookings

**30%**  
increase in click volume

Increase in CTR from  
**17% to 23%**

**CPC \$0.47**

## Campaign

Working with the MEC Australia Search Team, the campaign management team at Bing Ads implemented a series of optimisations. These optimisations were based on Bing Ads data gathered since the original launch and used additional insights gained from MEC Australia.

The optimisations included expansion of the account from predominantly having a brand focus to encompassing top-performing generic and research terms. Meanwhile, execution involved targeting all devices — desktop, mobile and tablet. This helped drive new users to the site and increase conversions.

The airline also used Geo targeting to create route-specific campaigns that only covered flights from New South Wales to Victoria and Queensland. This meant the tigerair campaign ranged from being Australia wide to state specific. The new campaign also improved visibility in the market place through proactive bid management.

## Benefits

After six weeks, Bing Ads delivered a 30 percent increase in click volume, a six percent stronger click-through rate (CTR), and an 18 percent increase in bookings across the tigerair account. Since re-launching the campaign, tigerair monthly search spend with Bing Ads has increased by 66 percent, and results continue to improve.

“Following the expansion of the account, we saw a significant increase in traffic and overall bookings, without a severe impact on CPA,” says Alex Hancocks, Head of Search, MEC Australia. “This is thanks to the high-quality, cost-efficient traffic being delivered on Bing Ads.

According to Hancocks, Bing Ads has proven to be a valuable partner for tigerair, providing an additional source of high-quality traffic, which converts at an above-average rate.

“The above average conversion rate – along with exceptional levels of account service – means that tigerair can now benefit from an additional source of revenue,” says Hancocks. “This is particularly relevant given increased CPCs [costs per click], and the pressure to make marketing budgets work harder and generate acceptable returns on investment.”

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Connect    

1. The Bing Network includes Microsoft and Yahoo sites worldwide.

2. comScore qSearch Explicit Core Search, June 2015.

3. comScore qSearch, December 2015.

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## Bing Network

Reach millions of higher-spending unique searchers with the Bing Network.

The unique searchers on the Bing Network<sup>1</sup> spend 145% more online than the average Internet searcher and spend 44% more than Google searchers worldwide.<sup>2</sup>



**137 million**  
monthly Bing  
Network searches<sup>3</sup>



**9 million**  
unique searchers<sup>3</sup>



**10.8%**  
market share<sup>3</sup>