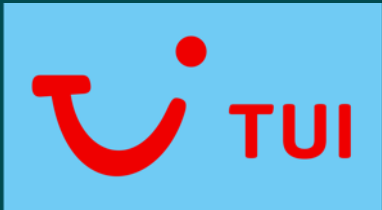




Bing Ads delivers high conversion rates for TUI



As one of the world's largest tourism companies, the TUI Group provides personalised holiday experiences to over 20 million customers across 180 countries.

Industry: Travel
Market: The Netherlands
Target customers: Consumers
Features used: Image Extensions, Location Extensions, Sitelink Extensions

[#BingAdsStories](#)

Want to learn more? [Read the full story.](#)

The challenge

“ With a wide variety of products across multiple territories to support, we must be strict with where we focus our SEM spend. Managing and monitoring this volume of activity and communicating with our vast audience is a big challenge.”



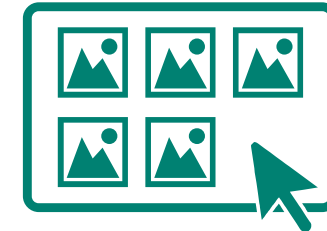
Ilse de Rooij
SEM Digital Marketer
TUI (Benelux)

The solution



Ad extensions

TUI uses a broad range of extensions to increase conversions and overall visibility amongst its target audience.



Picture perfect

Image Extensions provide TUI with the ability to showcase specific properties and destinations to customers, which improves their search experience.

The results

“ The average cost per booking is 63% lower than the leading alternative, due to a lower cost per click and a much higher conversion rate. Bing Ads is therefore highly lucrative for us as a business.”



Jeroen Maaijen
SEM Manager
TUI

50% higher conversion rate

50%



Cost per booking reduced by 63%

63%



Impression share increased from **40-81% to 91-99%** in five months



Results provided to Bing by TUI

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