

Up, up and away with search

How Remarketing in Paid Search can help even the most indecisive travelers plan their getaway.



INITIATION



Remarketing opportunity

From beginning to end, search plays a central role throughout a traveler's decision journey to plan and book a vacation. Use Remarketing in Paid Search to reconnect with high-value searchers who visit your site during their journey.

Remarketing in Paid Search starts with Universal Event Tracking (UET). By creating one UET tag and placing it across your website, Bing Ads will collect data that allows you to target audiences with remarketing lists and track conversion goals. With UET tags, OTA 1 can now target Hayden as she moves through her journey.

[LEARN MORE](#)

DEC 21

Dreaming of sunshine on New Year's eve, Hayden from Illinois searched for:

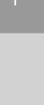
Orlando NYE 2016



NEWS 1

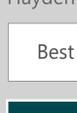


After browsing a few pages, Hayden looked for vacation packages.



OTA 1

Destination: **ORLANDO, FL**
Travel dates: **12/30 - 01/02**



Wishing for warm weather, Hayden went to an online retailer to look for resort wear for women.

DESTINATION AWARENESS



Remarketing opportunity

Add users to your remarketing lists if they visited specific pages or abandoned a shopping cart. For example, OTA 1 adds Hayden to a remarketing list of users interested in Orlando packages.

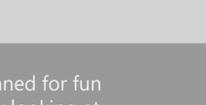
JAN 8

Still longing for some R&R, Hayden searched for:

Best island vacations



NEWS 2



With renewed interest, Hayden did more research into visiting Orlando.



OTA 1

Destination: **ORLANDO, FL**
Travel dates: **02/11 - 02/15**



REVIEW SITE

Destination: **ORLANDO, FL**
Searched reviews for Orlando hotels and attractions



Hayden planned for fun in the sun by looking at women's one-piece swimsuits through an online retailer

BUDGETING



Remarketing opportunity

Associate remarketing lists to ad groups to deliver targeted ads to high-value audiences. For example, OTA 1 associates the remarketing list Hayden's in with an Orlando hotels and resorts ad group. Then they show Hayden tailored ads when she searches for "Best resort in Orlando." This keeps them top of mind as Hayden moves through her journey.

JAN 11

Always mindful of her budget, Hayden needed to figure out how much her trip to Orlando would cost.



OTA 1

Destination: **ORLANDO, FL**
Travel dates: **02/11 - 02/15**

Best resort in Orlando



VACATION RENTALS

Destination: **ORLANDO, FL**
Travel dates: **02/10 - 02/15**

After ruling out vacation rentals, Hayden again checked pricing for vacation packages and flights.



AIRLINE SITE

Destination: **ORLANDO, FL**
Travel dates: **02/10 - 02/15**



OTA 1

Destination: **ORLANDO, FL**
Travel dates: **02/10 - 02/15**

PLANNING/ADJUSTMENT



Get more from UET

UET tags enable you to track a variety of conversion goals such as a purchase, sign up, download and more.

[LEARN MORE](#)

JAN 15

Thinking of adding on a trip to the beach, Hayden searched for hotels along the Gulf Coast:

Sarasota hotels

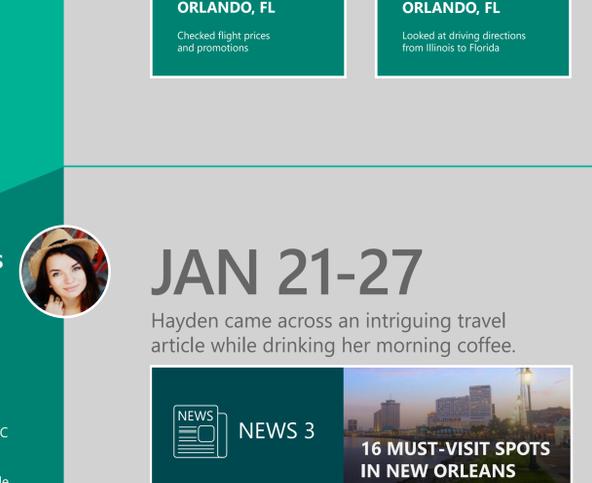
'Clearwater'
'Hotels trip advisor'



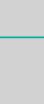
REVIEW SITE

Destination: **SARASOTA, FL**
Looked at reviews for beach hotels

Excited to visit the beach, Hayden mapped out the hotels and theme park.

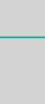


Hayden checked flight prices again and then considered driving from Chicago to Orlando.



OTA 1

Destination: **ORLANDO, FL**
Checked flight prices and promotions



MAPS 2

Destination: **ORLANDO, FL**
Looked at driving directions from Illinois to Florida

ALTERNATIVES CHECK



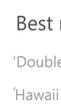
Get more from UET

Use the Enhanced CPC automated bidding strategy to maximize your conversions while still having control over your bids.

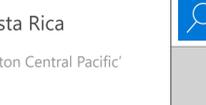
[LEARN MORE](#)

JAN 21-27

Hayden came across an intriguing travel article while drinking her morning coffee.



NEWS 3



Inspired by what she read, Hayden rechecked Orlando vacation packages.



AIRLINE SITE

Destination: **ORLANDO, FL**
Travel dates: **02/11 - 02/14**



OTA 1

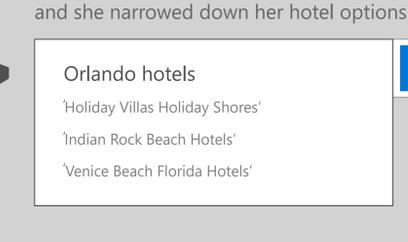
Destination: **ORLANDO, FL**
Travel dates: **02/11 - 02/14**

Before committing to her Florida trip, Hayden explored alternatives on a similar budget:

Best resorts in Costa Rica

'Doubletree resort in Hilton Central Pacific'
'Hawaii deals'
'Royal Lahaina Resort'
'Jamaica best resorts'
'Best resorts in Jamaica all inclusive'

She cross-checked the following sites for hotels, attractions, and prices:



NARROWING DOWN



Remarketing opportunity

Optimize your bids, ads and keywords to those who search on the Bing Network. With Remarketing in Paid Search, you can apply bid boosts to make it more likely your targeted ads will serve to the high-quality audience in your remarketing lists. For example, OTA 1 increases its bid to serve Hayden an ad when she searches for "Orlando hotels."

[LEARN MORE](#)

JAN 28

Hayden decided to visit Florida and she narrowed down her hotel options:

Orlando hotels

'Holiday Villas Holiday Shores'
'Indian Rock Beach Hotels'
'Venice Beach Florida Hotels'

She cross-checked the following sites for prices and hotel locations.



BOOKING



Get started with Remarketing in Paid Search today

Remarketing helps your brand and offerings be top of mind throughout a traveler's decision journey. By presenting tailored ads to a high-value audience, you'll help to increase the chances of turning searchers into bookers, including indecisive travelers like Hayden.

[LEARN MORE](#)

JAN 29

Ready for adventure, Hayden booked hotel rooms in Orlando and Venice Beach, FL.



OTA 1

Destination: **ORLANDO, FL**
Travel dates: **02/11 - 02/13**



OTA 1

Destination: **VENICE BEACH, FL**
Travel dates: **02/13 - 02/15**

Get more insights from Bing Ads

[LEARN MORE](#)