Microsoft Advertising

Club Med

Travel

[Visit the website]

Audience ads

Club Med diversifies their digital strategy with Audience ads.

The goal

From an all-inclusive resort nestled into the Swiss alps to a private snorkeling tour of the great barrier reef, Club Med guests experience the luxury and beauty the world has to offer.

The goal of Senior Media Trader, Gaelle Goedtgheluck, was to create specific ads for specific audiences to reach key KPIs: cost per engagement and cost per booking entry.

That's why Club Med started using Audience ads.

The solution

Microsoft Advertising empowered the team to develop a campaign that engaged travelers with online behaviors showing an intent to book a Club Med experience.

With a strong understanding of the Club Med audience, the team drove sophisticated Audience ads, leveraging in-market audiences and the power of Microsoft AI across the Microsoft Advertising Network, coupled with ad copy tailored to the desires and needs of Club Med clients.

"The layer of artificial intelligence (AI) that Audience ads provide made the difference.

It shows relevant ads to relevant people, depending on how they behave online."

Gaelle Goedtghluck
Senior Media Trader
Club Med's Agency Medialab45

The results

Microsoft's AI layer of Audience ads helped Club Med expand their reach and engaged travelers showing an intent to book or had an affinity with their brand, with a CPBE (Cost per Booking Entry) two times lower than in-market audience targeting.

2x

Lower cost per booking entry

Ready to get started?

Learn more here: Sign Up—Microsoft Advertising