



Landal GreenParks brings its brand to life with Microsoft's richer ad experiences



Sandrine Koopman
Sr. Client Director
Microsoft Advertising

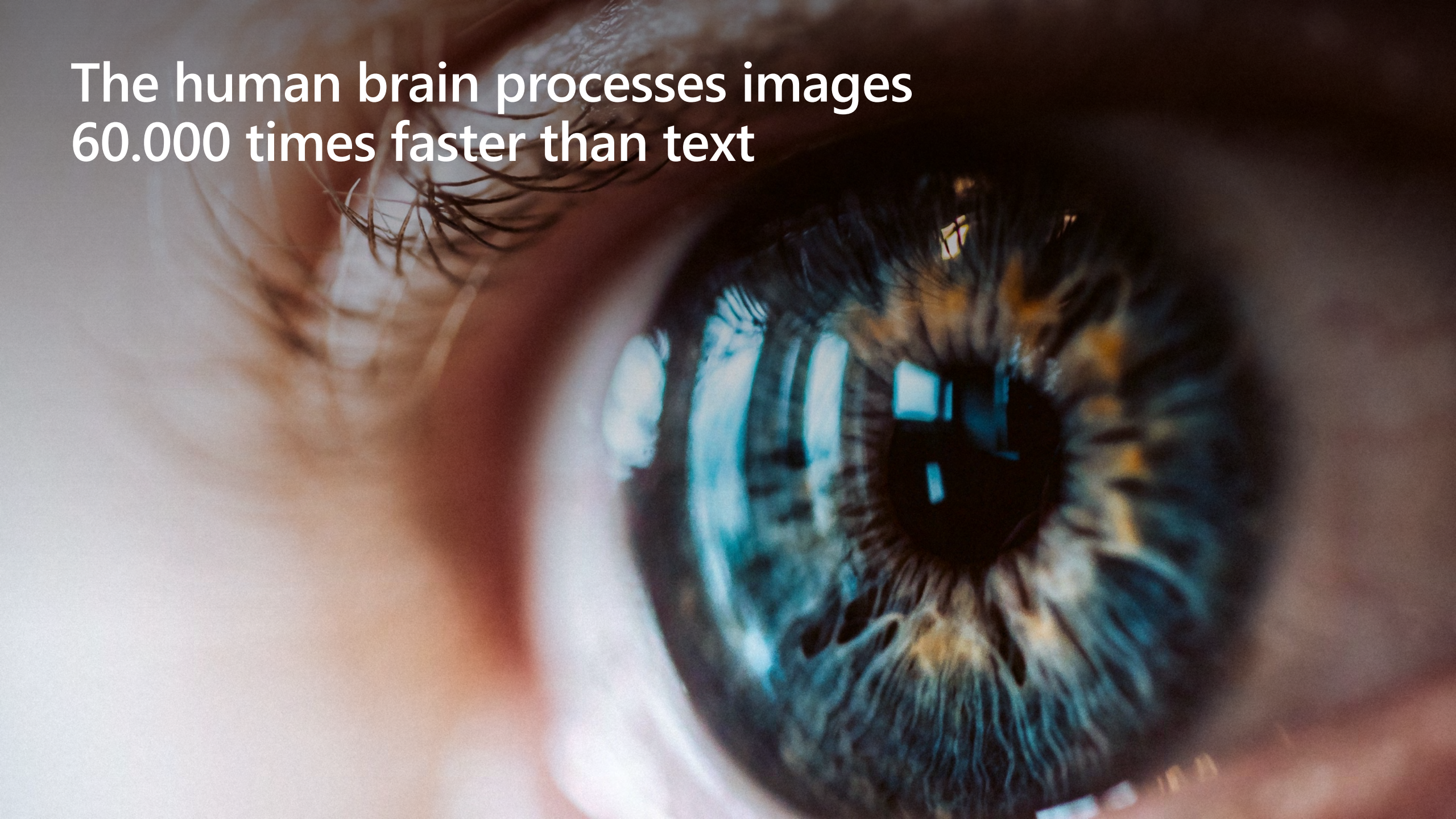


Peter Tukker
Team Lead SEA
Landal GreenParks



Microsoft Advertising. Great relationships start here.

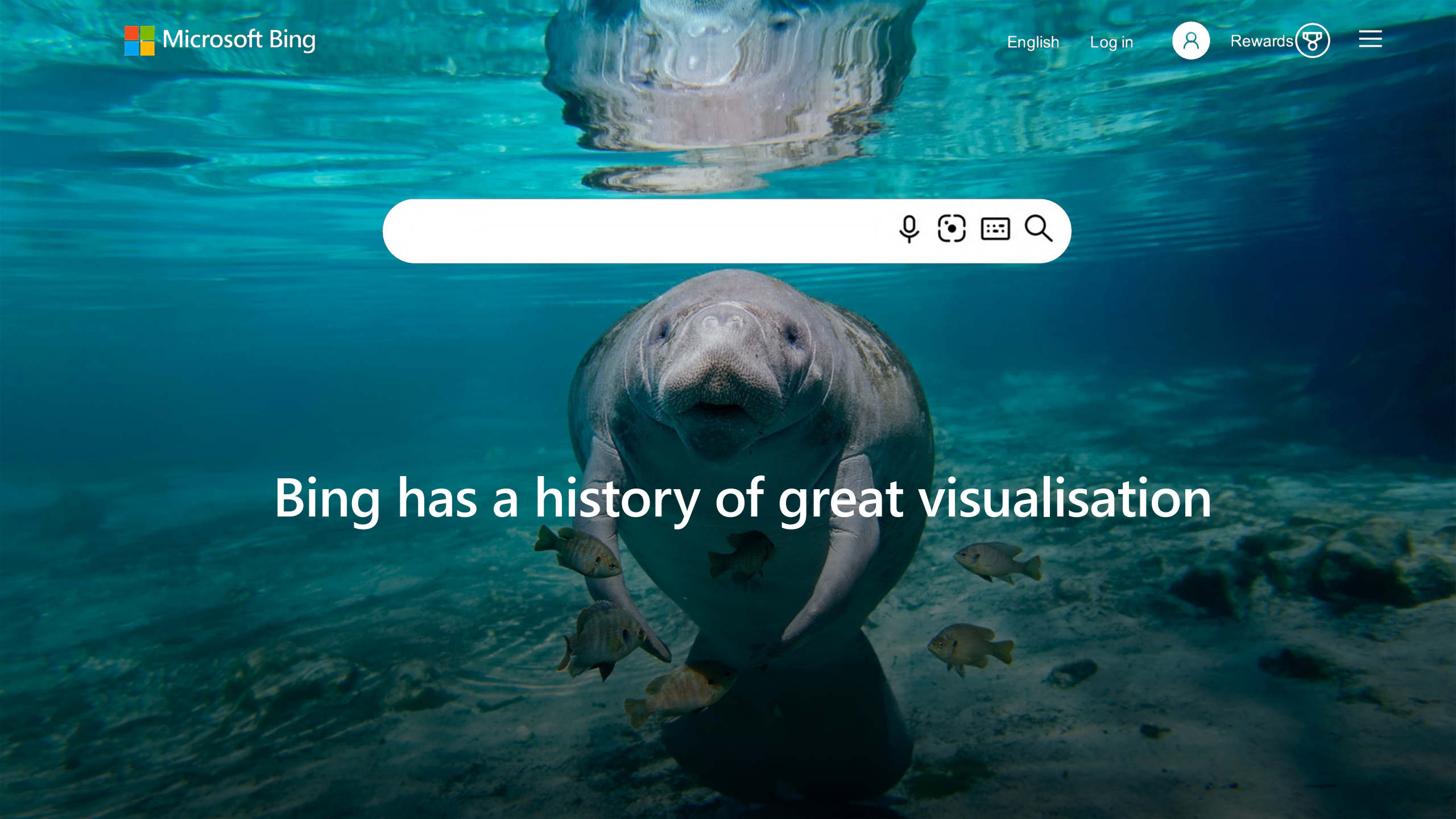
The human brain processes images
60.000 times faster than text





Search bar with icons for voice search, image search, and search.

Bing has a history of great visualisation



Our vision is to create a rewarding experience for searchers

The image shows a Microsoft Bing search page for the query "Paris". At the top left is the Microsoft Bing logo. The search bar contains the text "Paris" and has icons for voice search, image search, and a magnifying glass. Below the search bar are navigation tabs: ALL (selected), WORK, IMAGES, VIDEOS, MAPS, NEWS, SHOPPING, and ABOUT SEARCH RESULTS. The search results show "79 400 000 Results" and a "Date" filter. A horizontal bar contains various filters: Paris (selected), Weather, Events, Houses for sale, Transportation, Climate, Time, Sales tax, Economy, and Culture. The main content area features a COVID-19 advisory, the title "Paris" with a weather forecast of 9°C (High: 14°C, Low: 6°C), and a URL. Below this are two images of the Eiffel Tower and a map of Paris. A large featured card on the right shows a night view of the Eiffel Tower with the text "Paris Capital city of France" and a link to "All images". A brief description follows: "The most populous city of France. Since the 17th century, Paris has been one of Europe's major centres of finance, diplomacy, commerce, fashion, gastronomy, science and arts." At the bottom right, there is a link to "paris.fr".

Microsoft Bing

paris

ALL WORK IMAGES VIDEOS MAPS NEWS SHOPPING ABOUT SEARCH RESULTS

79 400 000 Results Date

Paris Weather Events Houses for sale Transportation Climate Time Sales tax Economy Culture

COVID-19 See the [official advisory](#) for Paris

Paris

<https://bing.com/travelguide?q=Paris>

9°C · High: 14°C, Low: 6°C
See detailed weather

See all images Larger map

Paris is the capital and most populous city of France, with an estimated population of 2,175,601 residents as of 2018, in an area of more than 105 square kilometres. Since the 17th century, Paris has been one of Europe's major centres of finance, diplomacy, comm... +

Paris

Capital city of France

All images

The most populous city of France. Since the 17th century, Paris has been one of Europe's major centres of finance, diplomacy, commerce, fashion, gastronomy, science and arts.

paris.fr



We look to push
the creativity of
our ad experience



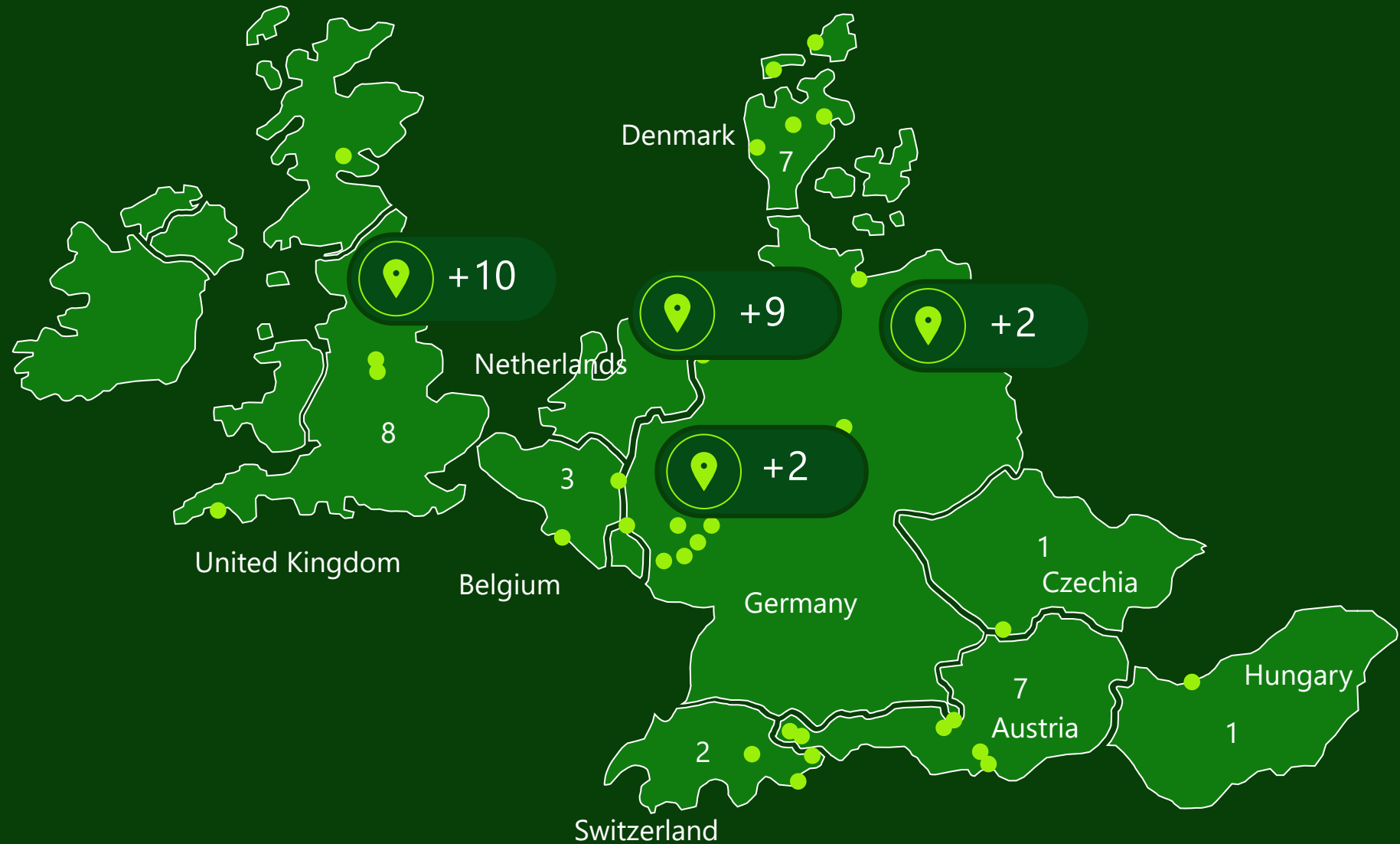
Unforgettable
Holidays are in
our nature



100 parks across 9 countries....



New parks to come in 2022



And various accommodations...



Search at Landal GreenParks Automation



Account
structure



Communication



Smartbidding



Audiences



Test & learn



Landal GreenPark's new campaign & the strength of Richer Ads

International marketing
campaign "real holiday",
fully focussed on
domestic holidays



Bringing Landal GreenPark's brand experience to life

Multimedia Ads

landal greenparks

82 900 Results Date ▾

Landal Greenparks - greenparks landal - Vakantie dichtbij huis
<https://www.landal.nl>

Ad Tijd voor elkaar, genieten van rust en ruimte. Boek nu jouw vakantie bij Landal GreenParks. Landal GreenParks; Ruim 100 unieke vakantieparken in 9 landen, Meest duurzame reismerk.

Last minutes Landal	Geniet van het buitenleven
Luxe Vakantiehuizen	Inloggen
Appartementen	Midweek November €149

Landal GreenParks | Ruim 100 bungalowparken in Nederland ...
<https://www.landal.nl>

Landal GreenParks opent met Landal Berger Duinen het 100e vakantiepark Wat ooit begon met bungalowpark Rabot Hill bij Nieuw Milligen (Veluwe), vormde de basis van het latere Landal GreenParks, dat nu is uitgegroeid tot een internationale verhuurorganisatie van 100 vakantieparken met bestemmingen in 9 landen van Europa.

Aanbiedingen Alle Parken

Echt vakantie bij Landal
landal.nl

Echt vakantie is tot rust komen in een Landal huisje midden in de natuur.

Reserveren

Image Extension

Niederlande - Ferienwohnungen - Mit vielen Ausflugszielen
<https://www.landal.de/niederlande>

Ad Entdecken Sie die charmante Dünen- und Waldlandschaft Amelands. Jetzt Ferienhaus buchen. Wälder, Dünen und breite Sandstrände! Urlaub im Feriendorf in Holland.

Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888

Nachhaltigste Reisemarke der Niederlande – Sustainable Brand Index

Video Extension

Microsoft Bing ferienwohnung landal niederlande

97.200 Results Date ▾

Niederlande - Ferienwohnungen - Mit vielen Ausflugszielen
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Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888

Nachhaltigste Reisemarke der Niederlande – Sustainable Brand Index

Echter Urlaub bei Landal

Learn more

Audience Ads (Native)

Echter Urlaub statt Planungsstress? Ferienhaus mitten in der Natur buchen.

Ad Landal

Audience Ads (Video)

Echter Urlaub statt Planungsstress? Ferienhaus mitten in der Natur buchen.

Ad Landal

0:00 / 0:30

Multimedia Ads



Microsoft Bing search results for "landal greenparks".

Right rail (highlighted in a red box)


Search Results:

- Landal Greenparks - greenparks landal - Vakantie dichtbij huis**
https://www.landal.nl
Ad: Tijd voor elkaar, genieten van rust en ruimte. Boek nu jouw vakantie bij Landal GreenParks. Landal GreenParks; Ruim 100 unieke vakantieparken in 9 landen, Meest duurzame reismerk.
Last minutes Landal | Geniet van het buitenleven
Luxe Vakantiehuizen | Inloggen
Appartementen | Midweek November €149
- Landal GreenParks | Ruim 100 bungalowparken in Nederland ...**
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Aanbiedingen: Wandelen door de natuur, heerlijk dineren in het restaurant en daarna een plons in het ...
Alle Parken: De leukste parken van Landal GreenParks midden in de natuur met uitgebreide ...
See more

TRENDING CONTENT:

- Zorgeloos boeken bij Landal GreenParks (landal.nl)
- Ruim 50 vakantieparken in Nederland - Landal GreenParks (landal.nl)
- Maatregelen (landal.nl)


Right Rail Ad:



Echt vakantie bij Landal
landal.nl
Echt vakantie is tot rust komen in een Landal huisje midden in de natuur. [Reserveren](#)

Organization Card:

Landal GreenParks
Organization

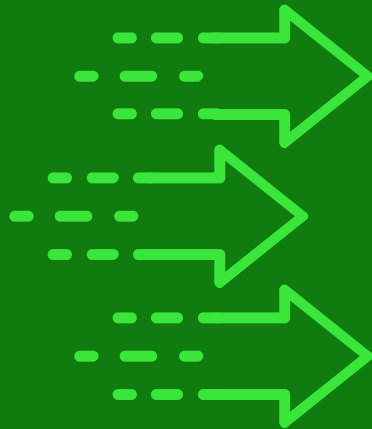


Landal Greenparks is a European network of holiday villages, with locations in Belgium, the Netherlands, the Czech Republic, Austria, Germany, Hungary, Switzerland, Denmark and England.

Wikipedia | Facebook | Official site | YouTube

Founded: 1954
Parent organization: Wyndham Destinations
CEO: Thomas Heerkens (Since 2006)
Founder: Nillmij
Headquarters: Leidschendam-Voorburg, Netherlands
Number of locations: 90

Single- and Multi-Image Extensions



Mainline

vakantiepark aan zee - Genieten aan de kust

<https://www.landal.nl/strand/vakantiepark>

Ad Tijd voor elkaar, genieten van rust en ruimte. Boek jouw **vakantie** bij Landal. 80% van onze klanten geeft ons een 8 of hoger!

Rust, ruimte en natuur · Kindvriendelijk · Diverse accommodaties · Kinderaccommodaties

Bestemmingen: De Waddeneilanden, Drenthe, Limburg, Veluwe, **Zeeland**

📍 Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888



Kustparken

Heerlijk uitwaaien aan de kust.

Bekijk nu onze kustparken.

See results only from landal.nl

Last minutes Landal

Beleef het Najaar bij Landal

Volop Activiteiten en Faciliteiten

Video Extensions



Microsoft Bing

ferienwohnung landal niederlande

ALL WORK IMAGES VIDEOS MAPS NEWS SHOPPING

97.200 Results Date ▾

Niederlande - Ferienwohnungen - Mit vielen Ausflugszielen
<https://www.landal.de/niederlande>
Entdecken Sie die charmante Dünen- und Waldlandschaft Amelands. Jetzt **Ferienhaus** buchen. Wälder, Dünen und breite Sandstrände! **Urlaub** im Feriendorf in **Holland**.
Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888
Nachhaltigste Reisemarke der Niederlande – Sustainable Brand Index

Booking.com: Ferienwohnung - Schnell, sicher online buchen.
<http://www.booking.com/ferienwohnungen/buchen>
Ferienwohnung reservieren. Schnell und einfach zu nutzen.
8,1 Sehr gut 7452 Bewertungen der Ferienwohnung ...
Kostenlose Stornierung · Kundenservice jederzeit · Echtes
4,5/5 ★★★★★ (376K reviews)

Ferienparks in Holland: Urlaub in den
<https://www.landal.de/laender/niederlande>
Ferienhaus in Holland/den Niederlanden. Wie vielseitig
schnell in den Ferienparks von Landal GreenParks. Über
bieten Ihnen Urlaub an der Küste, im Wald oder in hügeligen
Wälder und Heide.

Zeeland
Zeeland: Machen Sie Urlaub im Ferienpark an
atemberaubenden Meeresküsten ...
See more ▾

Ferienwohnung Landal Niederlande

Sunday, 12. December 2021 Monday, 13. December 2021 2 guests ▾

Echter Urlaub bei Landal

50:31

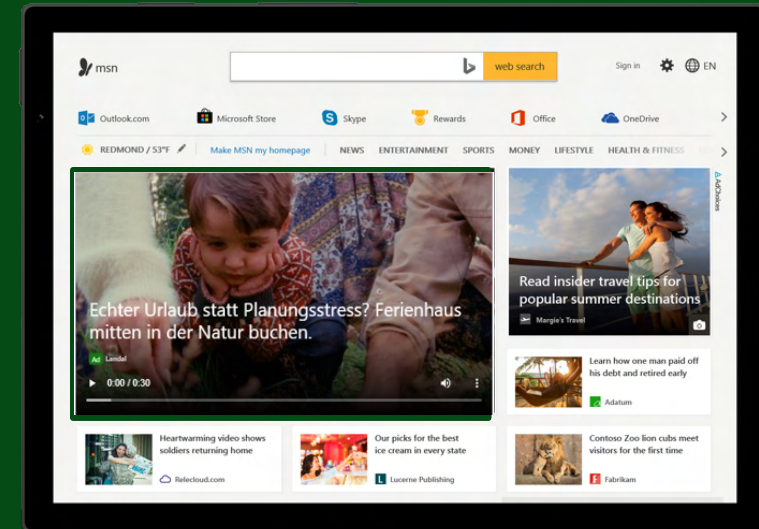
Learn more

Echter Urlaub

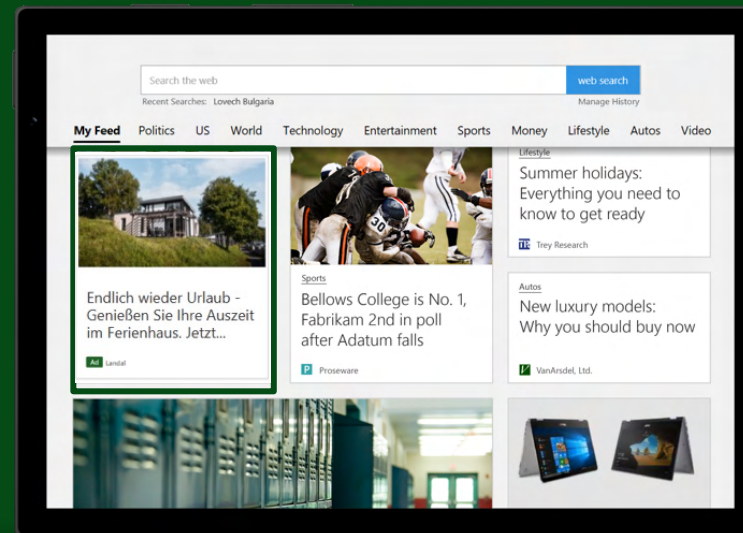
Landal
Dein Ferienhaus in der Natur
landal.de

A video player showing a scenic view of a Landal holiday home in a natural setting. The video features a large white house with a red roof, surrounded by lush greenery and trees. The text "Echter Urlaub" is overlaid in a white script font. The Landal logo and "Dein Ferienhaus in der Natur" are also visible. A play button is in the center, and a progress bar is at the bottom. A "Learn more" button is in the bottom right corner.

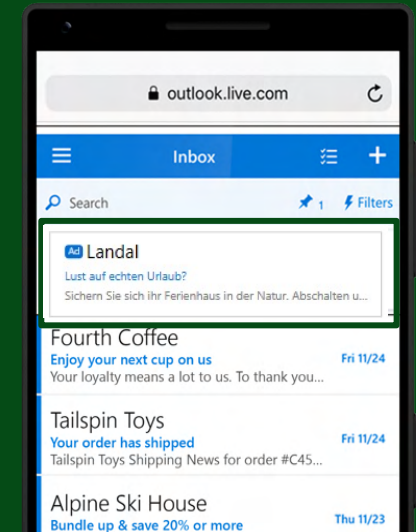
Audience Ads



MSN



Microsoft Edge



Outlook.com

Results so far

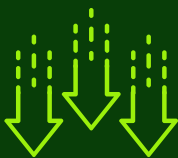
+31%

incremental conversions



-22%

lower CPA



Learnings, challenges & looking ahead



"The (marketing) funnel is fed from the top, so generating fireworks and brand equity at the awareness stage will ultimately drive higher conversion rates, more leads and ultimately, more sales."

- MarTech



Audience ad exposure helps advertisers achieve greater...



Brand Awareness

Users are more likely to search for an advertiser's brand



Brand Consideration

Users are more likely to visit the advertiser's website



Brand Conversions

Users are more likely to convert on the advertiser's website

We set out to prove that users exposed to Microsoft Audience ads engage with Travel brands at a higher rate

Travel Ad Effectiveness Study



AWARENESS

3.6x

Lift in brand awareness per user, measured by post-exposure brand search rate



CONSIDERATION

6.1x

Lift in brand consideration per user, measured by post-exposure domain visit rate



CONVERSION

6.4x

Lift in brand purchase per user, measured by post-exposure conversion page visit rate

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all Travel advertisers with completed lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 844K



A group of three young women are shown in a festive setting, likely a party or celebration. They are smiling and looking towards the camera. The woman in the foreground is wearing a pink shirt and has long dark hair. The woman behind her is wearing a green shirt and has blonde hair. The woman in the background is also smiling and has blonde hair. There are colorful balloons (green, yellow, blue) and streamers (purple, green, white) visible in the scene. The overall atmosphere is joyful and celebratory.

NEW

**Microsoft Audience
Network launch in
18 more markets
including
Netherlands and
Belgium**



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Microsoft Advertising

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