Landal GreenParks brings its brand to life with Microsoft’s richer ad experiences.
The human brain processes images 60,000 times faster than text.
Bing has a history of great visualisation
Our vision is to create a rewarding experience for searchers
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

- United Kingdom: +10
- Denmark: +9
- Germany: +2
- Netherlands: +2
- Switzerland: +1
- Czechia: +1
- Austria: +1
- Hungary: +1
And various accommodations....
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**

**Image Extension**

**Video Extension**

**Audience Ads (Native)**

**Audience Ads (Video)**
Multimedia Ads

Open beta: Available globally
Single- and Multi-Image Extensions

Open beta: Available globally
Video Extensions
Audience Ads
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
Microsoft Audience Network launch in 18 more markets including Netherlands and Belgium