

Aeromexico

Travel

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Audience Ads & Lift Measurement Study

Maximizing performance during Hot Sale: Aeromexico's strategy with Audience Ads and Lift Measurement Study

The goal

Aeromexico stands out for offering global routes to a wide variety of destinations. Guided by its brand promise *"Be closer, reach further"*, the airline continuously seeks to connect people and places through meaningful travel experiences.

During Hot Sale, one of the country's most impactful seasonalities, Aeromexico aimed to expand brand presence and attract high-value travelers. Additionally, they prioritized strategic initiatives designed to boost campaign performance, optimize media investment, and reach new audience segments by expanding its advertising approach and leveraging a broader mix of consumer touchpoints.

The solution

To achieve greater reach beyond intent-based search campaigns, Aeromexico, in collaboration with Aleph, managed to activate Audience Ads into its already structured Microsoft Advertising strategy.

This solution enabled the airline to tap into a broader and more valuable audience by leveraging Microsoft's rich audience and placements across premium inventory. Also, to evaluate Microsoft Audience Network impact, we ran a Lift Measurement Study, delivering compelling insights into its incremental value and validating its contribution to overall campaign performance.

"Microsoft Advertising has become a key strategic partner for Aeromexico. Thanks to their performance solutions (Search, PMax, Audience Ads) and the continued support from Aleph, we've strengthened our digital strategy and achieved meaningful results across our campaigns, particularly during our most important seasonal sales".

Andrea Zavala
Paid Search Lead
Aeromexico

The results

This strategic approach generated impressive outcomes. Aeromexico achieved a 34% drop in cost-per-click, improving media efficiency.

During the Hot Sale period, revenue increased by 32% YoY, highlighting the tangible impact of the expanded advertising strategy.

Furthermore, the Lift Measurement Study revealed a 23% uplift in conversions directly attributed to the Audience Ads campaign.

These results demonstrated the power of integrating native formats to expand reach, engage valuable audiences, and drive measurable improvements in campaign performance.

34% Drop in cost-per-click

32% Revenue increase

23% Conversion lift (Audience Ads)



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