

Flight Centre

Travel

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Search campaigns

How Flight Centre reached more ready-to-book travelers while making every ad dollar work harder

The goal

Turn travel planning into confirmed bookings by winning over high-intent customers.

While Search campaigns were already delivering solid results, the Flight Centre team saw several opportunities to reach travelers earlier in their researching and planning, as well as capture demand in areas where growth had been harder to achieve.

In the past, they briefly tried to leverage Performance Max to expand their campaign impact, with the short test seeming to be ineffective at the time. But with the help of the Microsoft Advertising team, Flight Centre was able to test and learn the potential of newer Performance Max features and formats...

The solution

Expand AI-powered campaign testing to reach new audiences and boost bookings.

Microsoft Advertising recommended a longer, three-month [Performance Max](#) trial to help Flight Centre reach their goals. It would cover smaller segments that had been harder to grow, as well as larger segments that were already performing well to see whether Performance Max could deliver improved results in different situations.

Flight Centre launched their campaign with three main elements:

- Identifying search themes and audience signals
- Maximizing conversions as the initial bid strategy
- Leveraging Google Import

"Performance Max campaigns have allowed us to expand beyond our traditional paid channels and capture high-intent travelers in new ways. It has become a key driver of both efficiency and scalable growth, achieving a very strong ROAS for both our e-comm and lead-driving activity. It is now a core part of driving results and reaching new audiences for Flight Centre."

Melissa Fish

Global Marketing Performance Manager
Flight Centre

The results

Over six months, Performance Max delivered clear results. Campaigns drove 84% higher conversions compared to what Search ads alone delivered, confirming that the AI-powered platform was finding and converting new customers.

These campaigns also achieved a 36% better ROAS compared to Search ads. This gain held true across both small and large segments.

+84%

Higher conversions vs Search ads

+36%

Better return on ad spend vs Search ads



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