

Oman Air

Travel

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Search and Audience Ads

Oman Air drives 3.5x ROAS with Microsoft Advertising

The goal

Headquartered in Muscat, Oman Air operates across international routes with a contemporary fleet and a focus on service quality. But in the crowded GCC (Gulf Cooperation Council) aviation market, differentiation can be challenging. To scale efficiently and attract new customers, the airline aimed to clarify its positioning and strengthen its brand identity alongside well-established regional competitors.

The solution

Oman Air teamed up with Microsoft Advertising and InMobi Advertising to launch high-impact campaigns. By reaching travel-intent audiences across Microsoft's platforms, the airline delivered compelling offers that drove bookings. InMobi Advertising enhanced campaign performance by optimizing budgets, bids, geo- and predictive targeting, and creatives across key markets – Oman, GCC, Southeast Asia, Asia, and Europe using search and audience ads.

"This campaign has been nothing short of transformative. Microsoft Advertising helped us reach high-value audiences, boosting our presence and impact. The InMobi Advertising team's proactive recommendations and implementation got us quicker breakthroughs, exceptional performance, and a significant edge."

Surya Kuchibotla

VP E-commerce & Ancillary
Oman Air

The results

Oman Air's partnership with Microsoft Advertising and InMobi Advertising drove measurable growth across its priority markets. With full-funnel solutions and smart optimisation in targeting, bidding, and creative, the campaign delivered strong results, proving the power of a focused and scalable omnichannel strategy.

3.5x

Increase in Return on
Ad Spend (ROAS) with
Audience Ads

30%

Lower Cost Per
Acquisition (CPA) in
Oman and Saudi
Arabia



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