

The Palace Company

Travel

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Performance Max, Multimedia Ads

The Palace Company Boosts Bookings with Microsoft Advertising

The goal

[The Palace Company](#), one of Mexico's premier luxury hotel and resort chains, set out to maximize reach and conversions during key seasonal periods. Facing intense competition in the travel sector, the brand needed a high-impact advertising strategy to engage high-intent travelers and drive bookings - while ensuring efficient use of its media budget.

The solution

To elevate performance, The Palace Company adopted Performance Max campaigns on Microsoft Advertising - an AI-powered solution that automatically optimizes ads across formats and channels. This enabled the brand to reach high-intent audiences at scale. To further enhance visibility during peak travel windows, The Palace Company also deployed Multimedia Ads, showcasing its premium offerings through rich, visually compelling creatives. This strategic combination allowed the brand to influence travelers across the funnel - from discovery to conversion - while maintaining cost efficiency.

"Implementing Performance Max and Multimedia Ads helped us expand our reach and improve conversion rates during key periods, maximizing the return on our advertising investment."

Daniel Alcántara Sierra

Director of Media Performance,
The Palace Company

The results

The integrated approach delivered strong results. By embracing automation and creative innovation, The Palace Company successfully scaled its reach, optimized performance, and deepened brand engagement.

+10%

Uplift in total conversions attributed to Performance Max

2.5x

Higher conversion rates with Multimedia Ads vs to the account average

60%

Lower CPA for Multimedia Ads vs standard search campaigns

14%

All conversions attributed to the combined strategy, showing strong full-funnel impact



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