

# Villa Finder

Travel

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## Responsive Search Ads, Multimedia Ads and Audience Ads

Villa Finder increases clicks by 400% with Microsoft Advertising

### The goal

Villa Finder, a premium villa rental service, offers a handpicked selection of over 4,000 holiday villas and ski chalets in Asia, Europe, and the Caribbean with the mission to create the perfect holiday experience. While the brand attracted strong interest across various advertising platforms, it struggled with low conversion rates—largely due to its premium pricing and seasonal fluctuations in bookings. To address this, the objective was clear: increase awareness and interest while keeping the Cost Per Acquisition (CPA) within target.

### The solution

Villa Finder partnered with Microsoft Advertising and InMobi Advertising to boost direct bookings through tailored strategies. Using Responsive Search ads and Multimedia ads, they captured intent-driven audiences actively searching for premium villas. In regions like Australia, Audience Ad campaigns targeted in-market audiences for luxury travel, accommodations, and holiday bookings. Predictive targeting expanded reach, while exact-match keywords optimized CPA and Cost Per Clicks (CPC).

"Partnering with Microsoft Advertising and InMobi Advertising was a game-changer for us. Their innovative solutions and tailored strategies not only expanded our reach but also connected us with high-intent audiences, driving overall conversions and campaign efficiency."

**Khanh Tran**  
Growth Manager  
Villa Finder

### The results

The partnership helped sustain performance, even during seasonal lows. The brand achieved a 25% increase in conversions for its largest campaign in 2024, with a massive 52% lift in clicks. Microsoft Advertising drove consistently strong CPAs, better audience buying intent, and minimized seasonal booking drops.

# 34%

increase in click-through rates (CTR)

# 25%

increase in conversions



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