

Wingie Enuygun Group

Travel

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Multimedia Ads

Wingie Enuygun Group reduces cost per acquisition (CPA) by 55% with MMA campaigns.

The goal

Wingie Enuygun Group is a travel marketplace in the MENA (Middle Eastern and North Africa) region, recognized for its seamless flight booking experience and focus on tech-driven travel. As part of its expansion strategy, the company continues to grow across key markets like Saudi Arabia, reinforcing its regional leadership. Wingie Enuygun Group integrates AI technologies across its operations to enhance efficiency, scale content, and continuously improve the overall travel experience.

The solution

Driving incremental growth through Search, Wingie soared with Microsoft Advertising and InMobi Advertising. While the brand's always-on text ad campaigns ensured visibility to high-intent searchers at the right moment, there was untapped potential in visual formats. To capitalize on this, Wingie leveraged Microsoft Advertising's Multimedia Ads to stand out in the search engine results page (SERP) driving meaningful action. Additionally, timing the campaigns around seasonal spikes like Saudi Founding Day, based on InMobi Advertising's recommendations, delivered phenomenal business impact.

"We adopted a fresh approach for this campaign and saw great results thanks to our partners. The focus on Microsoft Advertising's Multimedia Ads within Search led to a significant uplift in performance with stronger cost-efficiency. To add to that, we were armed with InMobi Advertising's strategic input and regional insights, which ensured we reached high-value audiences at the right moment more effectively."

Ezgi Avcı Gebedek
Digital Marketing Specialist
Wingie Enuygun Group

The results

Adopting Multimedia Ads (MMA) to deliver striking visuals and compelling messaging worked wonders for Wingie, resulting in significant increases in conversions and sales at low costs. By capitalizing on seasonal surges in searches, clicks, and engagement, the brand captivated travelers successfully.

55%

lower cost per acquisition (CPA) on MMA campaigns

20%

growth in sales

120%

higher conversion rate from MMA campaigns compared to other overall campaigns



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