



Cruise Ads

Feature guide

Cruise Ads

Reach vacationers when they're ready to book



Cruise Ads are rich, eye-catching ads that inspire bookings. Exclusive to Microsoft Advertising, these ads grab attention with images, current prices, destination and departure ports, cruise length, ratings, reviews, amenities, and itinerary links.



Inspire travelers

Target vacationers when they're planning a cruise. Strong intent matching is combined with rich, engaging and customized ads.



Save time with easy setup

Set up ads with feeds and syntaxes that are familiar to you so you can reach more people in less time.



Sell more cruises

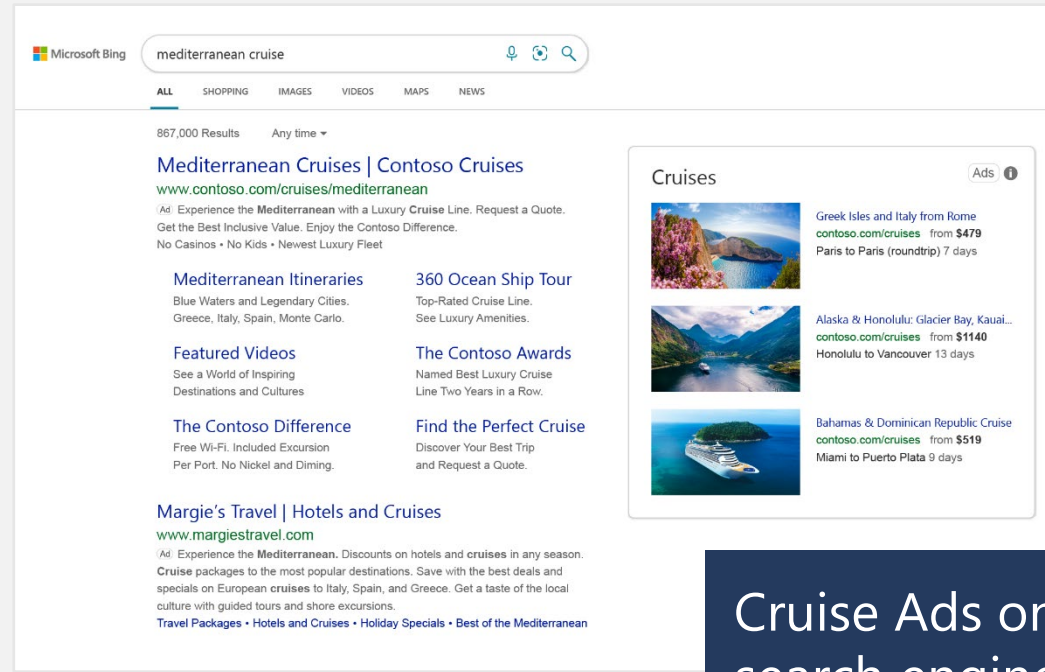
Increase qualified leads and bookings with real-time information that inspires action.

The screenshot shows a Microsoft Bing search results page for the query "mediterranean cruise". The search bar at the top shows the query and the Microsoft Bing logo. Below the search bar, there are navigation tabs for "ALL", "SHOPPING", "IMAGES", "VIDEOS", "MAPS", and "NEWS". The search results show 867,000 results. The first result is an advertisement for "Mediterranean Cruises | Contoso Cruises" with the URL "www.contoso.com/cruises/mediterranean". The ad text includes: "Experience the Mediterranean with a Luxury Cruise Line. Request a Quote. Get the Best Inclusive Value. Enjoy the Contoso Difference. No Casinos • No Kids • Newest Luxury Fleet". Below the ad, there are several featured links: "Mediterranean Itineraries" (Blue Waters and Legendary Cities. Greece, Italy, Spain, Monte Carlo), "360 Ocean Ship Tour" (Top-Rated Cruise Line. See Luxury Amenities.), "Featured Videos" (See a World of Inspiring Destinations and Cultures), "The Contoso Awards" (Named Best Luxury Cruise Line Two Years in a Row.), "The Contoso Difference" (Free Wi-Fi. Included Excursion Per Port. No Nickel and Diming.), and "Find the Perfect Cruise" (Discover Your Best Trip and Request a Quote.). On the right side of the page, there is a "Cruises" sidebar with an "Ads" icon. It contains three cruise listings: "Greek Isles and Italy from Rome" (contoso.com/cruises from \$479, Paris to Paris (roundtrip) 7 days), "Alaska & Honolulu: Glacier Bay, Kauai..." (contoso.com/cruises from \$1140, Honolulu to Vancouver 13 days), and "Bahamas & Dominican Republic Cruise" (contoso.com/cruises from \$519, Miami to Puerto Plata 9 days). At the bottom of the page, there is another advertisement for "Margie's Travel | Hotels and Cruises" with the URL "www.margiestravel.com". The ad text includes: "Experience the Mediterranean. Discounts on hotels and cruises in any season. Cruise packages to the most popular destinations. Save with the best deals and specials on European cruises to Italy, Spain, and Greece. Get a taste of the local culture with guided tours and shore excursions." and a list of links: "Travel Packages • Hotels and Cruises • Holiday Specials • Best of the Mediterranean".

What are Cruise Ads?

Reach travelers when they're ready to book

Cruise Ads are rich, eye-catching ads that inspire bookings. Exclusive to Microsoft Advertising, these ads grab attention with images, current prices, destination and departure ports, cruise length, ratings, reviews, amenities, and itinerary links.



The screenshot shows a Microsoft Bing search results page for the query "mediterranean cruise". The search bar at the top shows the query and navigation icons. Below the search bar, there are tabs for "ALL", "SHOPPING", "IMAGES", "VIDEOS", "MAPS", and "NEWS". The search results show 867,000 results and "Any time" filter. The main results include:

- Mediterranean Cruises | Contoso Cruises**
www.contoso.com/cruises/mediterranean
Ad: Experience the Mediterranean with a Luxury Cruise Line. Request a Quote. Get the Best Inclusive Value. Enjoy the Contoso Difference. No Casinos • No Kids • Newest Luxury Fleet
- Mediterranean Itineraries**
Blue Waters and Legendary Cities. Greece, Italy, Spain, Monte Carlo.
- 360 Ocean Ship Tour**
Top-Rated Cruise Line. See Luxury Amenities.
- The Contoso Awards**
Named Best Luxury Cruise Line Two Years in a Row.
- Find the Perfect Cruise**
Discover Your Best Trip and Request a Quote.
- Margie's Travel | Hotels and Cruises**
www.margiestravel.com
Ad: Experience the Mediterranean. Discounts on hotels and cruises in any season. Cruise packages to the most popular destinations. Save with the best deals and specials on European cruises to Italy, Spain, and Greece. Get a taste of the local culture with guided tours and shore excursions.
Travel Packages • Hotels and Cruises • Holiday Specials • Best of the Mediterranean

On the right side of the page, there is a "Cruises" section with an "Ads" icon. It features three cruise ads with images and text:

- Greek Isles and Italy from Rome**
contoso.com/cruises from **\$479**
Paris to Paris (roundtrip) 7 days
- Alaska & Honolulu: Glacier Bay, Kauai...**
contoso.com/cruises from **\$1140**
Honolulu to Vancouver 13 days
- Bahamas & Dominican Republic Cruise**
contoso.com/cruises from **\$519**
Miami to Puerto Plata 9 days



Cruise Ads on right rail of search engine results page

What are Cruise Ads? (up close)


Rich, eye-catching ads that inspire action

They display on Bing search result pages. We're launching Cruise Ads with right-rail placement, but the Images tab, mainline, travel hub, etc., are coming soon.

Cruises

Ads 

Greek Isles and Italy from Rome
[contoso.com/cruises](#) from **\$479**
Paris to Paris (roundtrip) 7 days



Alaska & Honolulu: Glacier Bay, Kauai...
[contoso.com/cruises](#) from **\$1140**
Honolulu to Vancouver 13 days


Cruise Ads on the right rail

Cruise Ads next UX iteration


More features to come

The next UX iteration for Cruise Ads will include ratings and reviews, inclusions, and an itinerary link. Expected release is March 2022.


Cruises

Ads ⓘ

Greek Isles and Italy from Rome
contoso.com/cruises from **\$479**
Paris to Paris (roundtrip) 7 days
[Itinerary](#)
Free Wi-Fi; Drinks included; 9 ports



Alaska & Honolulu: Glacier Bay, Kauai...
contoso.com/cruises from **\$1140**
Honolulu to Vancouver 13 days
[Itinerary](#)
5/5 ★★★★★ (57) 7 ports



Bahamas & Dominican Republic Cruise
contoso.com/cruises from **\$519**
Miami to Puerto Plata 9 days

Cruise Ads on
the right rail

Why Cruise Ads?



Inspire travelers

Target vacationers when they're planning a cruise. Strong intent matching is combined with rich, engaging and customized ads.



Save time with easy setup

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Sell more cruises

Increase qualified leads and bookings with real-time information that inspires action.

Availability information



Status



Markets



Entry points



Device



Network traffic

**Cruise Ads –
US pilot**

Pilot

US

Online

Desktop

Microsoft Search Network
owned and operated sites



Cruise Ads

Setup guide

Things to know

Need to know

- No keywords are required. Feed offers are matched to queries automatically. Negative keywords can be used.
- Maximum of three ads and minimum of one are shown for Bing.com right-rail placement.
- Cruise Ads will trigger for cruise travel intent queries. These queries are intent based and will show as broad match in reporting. Examples are [Mediterranean Cruises](#), [<brand name> cruises in 2022](#), [Long Luxury Cruises from Miami](#), [Cruise deals](#).

Reporting

You can download standard performance reports via the [Reports](#) page by keyword, by ad or by campaign.

Optimization

- Conversions can be tracked if Universal Event Tracking (UET) is enabled and properly set up.
- Standard targeting and bid modifiers can be used in your campaign: [Remarketing](#), [In-market Audiences](#), [location targeting](#), [negative keywords](#), etc.
- Compatible with Search Ads 360.

Reach

More bookings happen on the desktop,¹ and Microsoft Advertising delivers millions of desktop users not found on Google.²

1. "E-commerce conversion rates benchmarks 2022 – how do yours compare?" Smart Insights, October 2021 (<https://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>). 2. comScore qSearch, Web Search Explicit, U.S. September 2020; industry categories based on comScore classifications. Data represents desktop traffic only.

Best practices

Feed

Provide comprehensive feed of all available experiences. Rich attributes, such as image URL, reviews, ratings and duration, are critical to the success of this feature.

Bids and budgets

We strongly recommend that you start with \$500 per day to ensure consistent results for learning and optimization. Set bid within the range of \$1.50-\$2.50 as the starting bid. Monitor performance and average position and adjust up or down accordingly.

Feed item optimization

Columns "Target Campaign" and "Target Ad Group" within the feed can be used for bid item optimization, allowing bidding by tour and activity category, destination and audience.

Targeting

Set location targeting in campaign settings as "United States." This will ensure ads are eligible to serve to all users searching from within the U.S.

To start with, don't apply any bid modifiers based on audiences. We recommend that you measure and monitor baseline performance first, and then fine-tune the return on investment based on audiences.

Setup process

CAMPAIGN CREATION



Set up text ad campaign(s) with ad group(s). In each ad group, create one single keyword, ad and bid.

TRACKING



Lorem ipsum.

FEED UPLOAD



Provision data feed per the Tours and Activities feed schema, enter campaign name and ad group name in [Target campaign](#) and [Target ad group](#) columns, and upload it via dynamic data feeds in the Microsoft Advertising online UI.

FEED SCHEDULING



Use feed scheduling to keep your feed data up to date to make your campaigns more effective.



Reporting

Reporting via advertising UI (for basic setup and advanced setup only)

Standard campaign/ad group-level reporting in **Campaign tab** and **Ad group tab**.

Microsoft Advertising Account #1088160

Search Microsoft Advertising

Import Reports Tools

Back to campaigns Reports

Ad content was not app...

Create campaign report

What it shows: The impressions, impression share (%), clicks, spend, and average cost-per-click for each campaign or account. This data can be sorted by campaign, campaign status, and quality score. Why run it: To view high-level performance statistics and quality attributes for each campaign or account. This is also a quick way to flag any major campaign or account problems.

Report name
Campaign 10/9/2020 Microsoft

General settings

Show (unit of time)

Summary

Date range

Last month(9/1/2020 - 9/30/2020)

Format

Standard performance reports via the **Reports page** by **Campaign** and by **Ad group**.

Search terms report under **Keywords tab** and **Reports tab**.

Overview Keywords Negative keywords Negative keywords lists **Search terms** Auction insights

Recommendations

Ad groups Below is a list of search terms that caused your ad to appear and be clicked. Select the terms you want to add to your keywords or negative keywords. [Learn more](#)

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Change history

Competition

Experiments

10/9/20, 12:00 AM

+ Add filter

<input type="checkbox"/> Search term	Added/Excluded	Match type	Campaign	Campaign type
Overall total - 15,666 search terms				
<input type="checkbox"/> ford	None	Broad	Automotive Inventory Ads	Search
<input type="checkbox"/> gmc	None	Broad	Automotive Inventory Ads	Search
<input type="checkbox"/> kia	None	Broad	Automotive Inventory Ads	Search



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