



Landal GreenParks brings its brand to life with Microsoft's richer ad experiences



Sandrine Koopman
Sr. Client Director
Microsoft Advertising

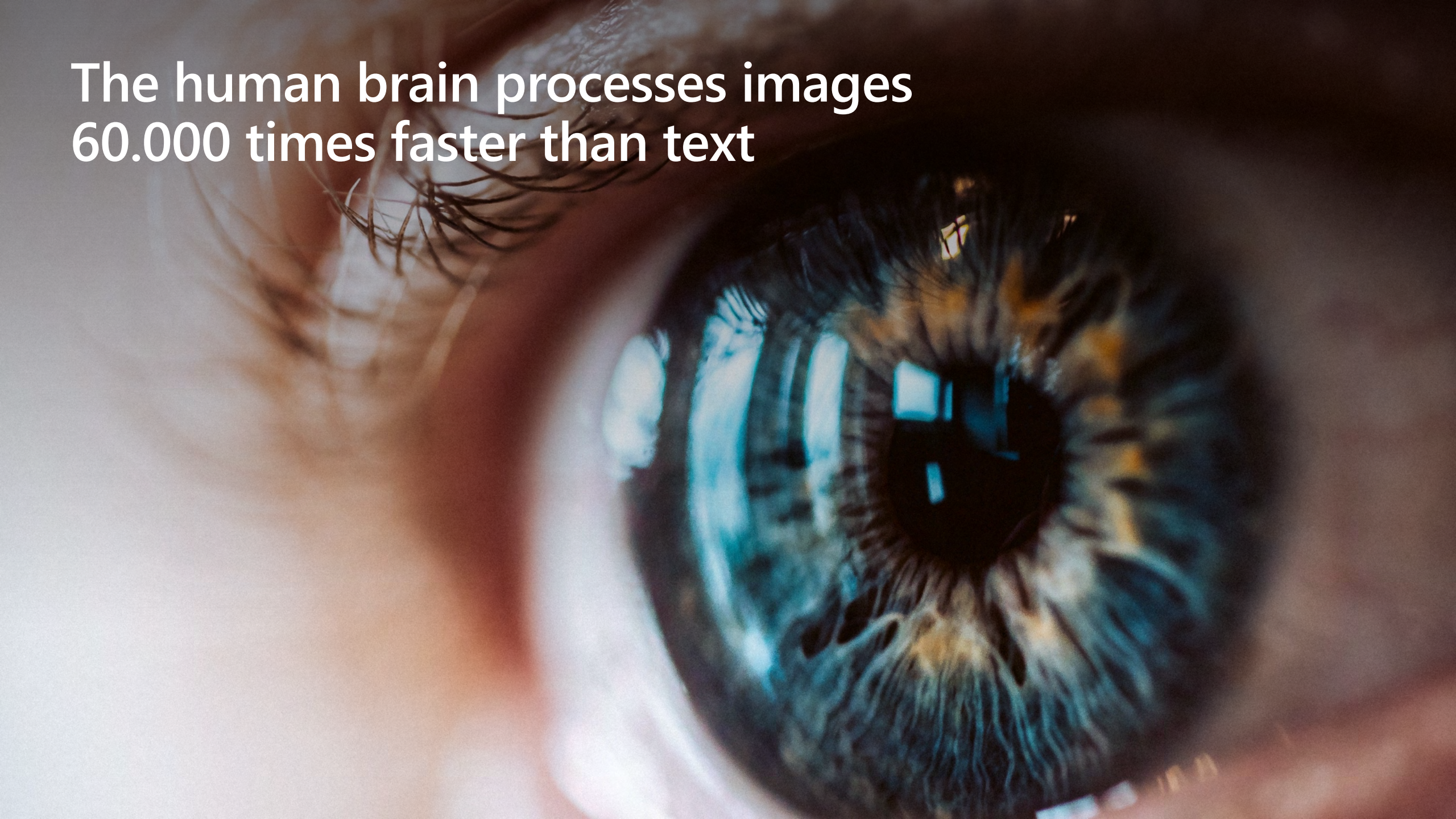


Peter Tukker
Team Lead SEA
Landal GreenParks



Microsoft Advertising. Great relationships start here.

The human brain processes images
60.000 times faster than text





Bing has a history of great visualisation

Our vision is to create a rewarding experience for searchers



paris



ALL

WORK

IMAGES

VIDEOS

MAPS

NEWS

SHOPPING

ABOUT SEARCH RESULTS ⓘ

79 400 000 Results Date ▾

Paris

Weather

Events

Houses for sale

Transportation

Climate

Time

Sales tax

Economy

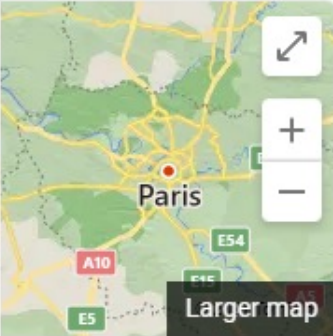
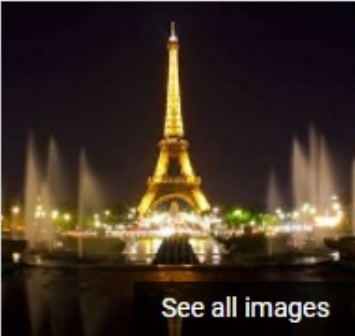
Culture

 COVID-19

See the [official advisory](#) for Paris

Paris

<https://bing.com/travelguide?q=Paris>



[See all images](#)

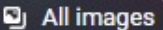
[Larger map](#)

Paris is the capital and most populous city of France, with an estimated population of 2,175,601 residents as of 2018, in an area of more than 105 square kilometres. Since the 17th century, Paris has been one of Europe's major centres of finance, diplomacy, comm... +



Paris

Capital city of France

 All images



The most populous city of France. Since the 17th century, Paris has been one of Europe's major centres of finance, diplomacy, commerce, fashion, gastronomy, science and arts.

 paris.fr



We look to push
the creativity of
our ad experience



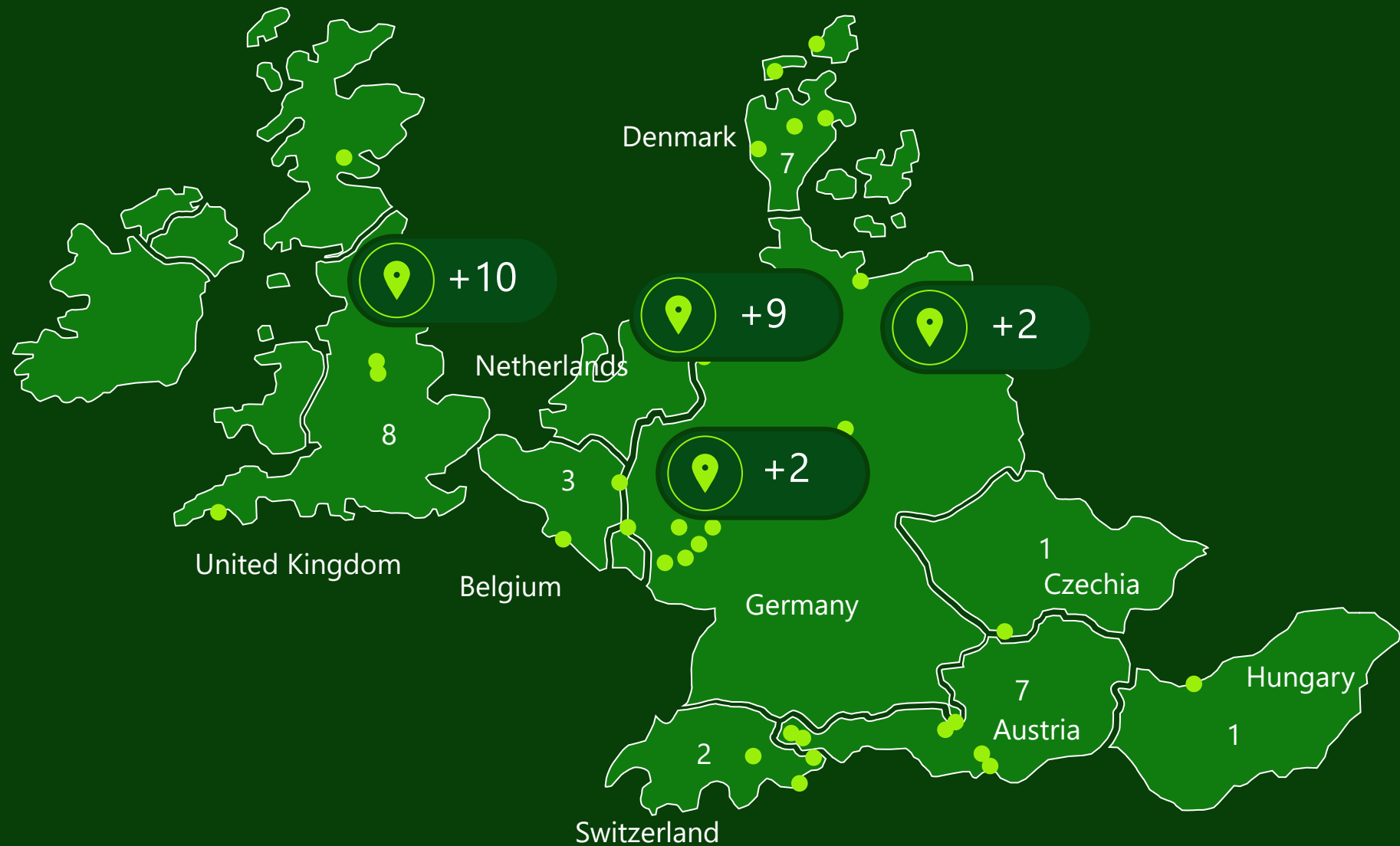
Unforgettable
Holidays are in
our nature



100 parks across 9 countries....



New parks to come in 2022



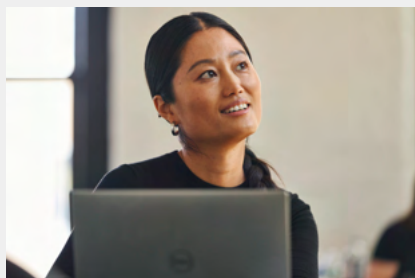
And various accommodations....



Search at Landal GreenParks **Automation**



Account
structure



Communication



Smartbidding



Audiences



Test & learn



Landal GreenPark's new campaign & the strength of Richer Ads

International marketing
campaign "real holiday",
fully focussed on
domestic holidays



Bringing Landal GreenPark's brand experience to life

Multimedia Ads

landal greenparks

82 900 Results Date ▾ Results near Kijkduin en Ockenburgh, South Holland · Change

Landal Greenparks - greenparks landal - Vakantie dichtbij huis
<https://www.landal.nl> •
Ad Tijd voor elkaar, genieten van rust en ruimte. Boek nu jouw vakantie bij Landal GreenParks. Landal GreenParks: Ruim 100 unieke vakantieparken in 9 landen. Meest duurzame reismerk.

Last minutes Landal Geniet van het buitenleven
Luxe Vakantiehuizen Inloggen
Appartementen Midweek November €149

Landal GreenParks | Ruim 100 bungalowparken in Nederland ...
<https://www.landal.nl> •
Landal GreenParks opent met Landal Berger Duinen het 100de vakantiepark. Wat ooit begon met bungalowpark Rabot Hill bij Nieuw Milligen (Veluwe), vormde de basis van het latere Landal GreenParks, dat nu is uitgegroeid tot een internationale verhuurorganisatie van 100 vakantieparken met bestemmingen in 9 landen van Europa.

Aanbiedingen Alle Parken



Echt vakantie bij Landal
Echt vakantie is tot rust komen in een Landal huisje midden in de natuur.

Reserveren

Image Extension

Niederlande - Ferienwohnungen - Mit vielen Ausflugszielen
<https://www.landal.de/niederlande> ▾

Ad Entdecken Sie die charmante Dünen- und Waldlandschaft Amelands. Jetzt Ferienhaus buchen. Wälder, Dünen und breite Sandstrände! Urlaub im Feriendorf in Holland.

Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888

Nachhaltigste Reisemarke der Niederlande – Sustainable Brand Index



Video Extension

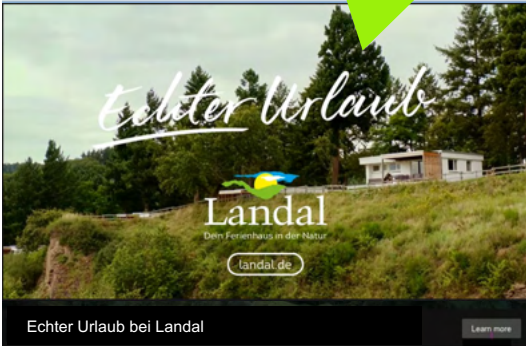
Microsoft Bing ferienwohnung landal niederlande

97 200 Results Date ▾

Niederlande - Ferienwohnungen - Mit vielen Ausflugszielen
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Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888

Nachhaltigste Reisemarke der Niederlande – Sustainable Brand Index



Echter Urlaub bei Landal

Learn more

Audience Ads (Native)



Echter Urlaub statt Planungsstress? Ferienhaus mitten in der Natur buchen.

Ad Landal

Audience Ads (Video)



Echter Urlaub statt Planungsstress? Ferienhaus mitten in der Natur buchen.

Ad Landal

0:00 / 0:30

Multimedia Ads



Open beta: Available globally

Microsoft Bing

landal greenparks

ALL

WORK

IMAGES

VIDEOS

MAPS

NEWS

SHOPPING

82,900 Results Date ▾ Results near Kijkduin en Ockenburgh, South Holland · Change

Landal Greenparks - greenparks landal - Vakantie dichtbij huis

<https://www.landal.nl>

Ad: Tijd voor elkaar, genieten van rust en ruimte. Boek nu jouw vakantie bij Landal GreenParks. Landal GreenParks; Ruim 100 unieke vakantieparken in 9 landen, Meest duurzame reismerk

Last minutes Landal

Luxe Vakantiehuizen

Appartementen

Geniet van het buitenleven

Inloggen

Midweek November €149

Landal GreenParks | Ruim 100 bungalowparken in Nederland ...

<https://www.landal.nl>

Landal GreenParks opent met Landal Berger Duinen het 100e vakantiepark Wat ooit begon met bungalowpark Rabbithill bij Nieuw Milligen (Veluwe), vormde de basis van het latere Landal GreenParks, dat nu is uitgegroeid tot een internationale verhuurorganisatie van 100 vakantieparken met bestemmingen in 9 landen van Europa.

Aanbiedingen

Wandelen door de natuur, heerlijk dineren in het restaurant en daarna een plons in het ...

See more ▾

Alle Parken

De leukste parken van Landal GreenParks midden in de natuur met uitgebreide ...

TRENDING CONTENT



Zorgeloos boeken bij Landal GreenParks

landal.nl



Ruim 50 vakantieparken in Nederland - Landal GreenParks

landal.nl



Maatregelen

landal.nl

Landal

Right rail



Echt vakantie bij Landal

[landal.nl](https://www.landal.nl)

Echt vakantie is tot rust komen in een Landal huisje midden in de natuur.

Reserveren

Landal GreenParks

Organization



Landal GreenParks is a European network of holiday villages, with locations in Belgium, the Netherlands, the Czech Republic, Austria, Germany, Hungary, Switzerland, Denmark and England.

W

f

globe

YouTube

Wikipedia Facebook Official site YouTube

Founded: 1954

Parent organization: Wyndham Destinations

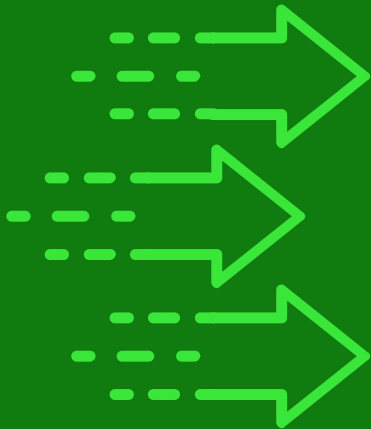
CEO: Thomas Heerkens (Since 2006)

Founder: Nijlmij

Headquarters: Leidschendam-Voorburg, Netherlands

Number of locations: 90

Single- and Multi-Image Extensions



Mainline

vakantiepark aan zee - Genieten aan de kust

<https://www.landal.nl/strand/vakantiepark> ▾

(Ad) Tijd voor elkaar, genieten van rust en ruimte. Boek jouw **vakantie** bij Landal. 80% van onze klanten geeft ons een 8 of hoger!

Rust, ruimte en natuur · Kindvriendelijk · Diverse accommodaties · Kinderaccommodaties

Bestemmingen: De Waddeneilanden, Drenthe, Limburg, Veluwe, **Zeeland**

📍 Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888



Kustparken

Heerlijk uitwaaien aan de kust.

Bekijk nu onze kustparken.

[See results only from landal.nl](#)

Last minutes Landal

Beleef het Najaar bij Landal

[Volop Activiteiten en Faciliteiten](#)

Video Extensions



Open beta: Available globally

Microsoft Bing

ferienwohnung landal niederlande

ALL WORK IMAGES VIDEOS MAPS NEWS SHOPPING

97,200 Results Date ▾

Niederlande - Ferienwohnungen - Mit vielen Ausflugszielen
<https://www.landal.de/niederlande>
/Ad Entdecken Sie die charmante Dünen- und Waldlandschaft Amelands. Jetzt **Ferienhaus** buchen. Wälder, Dünen und breite Sandstrände! **Urlaub** im Feriendorf in **Holland**.
📍 Bezuidenhoutseweg 78, Den Haag · 6.9 km · 882059888
Nachhaltigste Reisemarke der Niederlande – Sustainable Brand Index

Booking.com: Ferienwohnung - Schnell, sicher online buchen.
<http://www.booking.com/ferienwohnungen/buchen>
/Ad Ferienwohnung reservieren. Schnell und einfach zu nutzen.
8,1 Sehr gut 7452 Bewertungen der **Ferienwohnung** ...
Kostenlose Stornierung · Kundenservice jederzeit · Echtes
4,5/5 ★★★★★ (376K reviews)

Ferienparks in Holland: Urlaub in den
<https://www.landal.de/laender/niederlande>
Ferienhaus in Holland/den Niederlanden. Wie vielseitig
schnell in den Ferienparks von Landal GreenParks. Über
bieten Ihnen Urlaub an der Küste, im Wald oder in hügeligen
Wälder und Heide.
Zeeland
Zeeland: Machen Sie Urlaub im Ferienpark an
atemberaubenden Meeresküsten ...
See more ▾

Ferienwohnung Landal Niederlande

Map showing locations in the UK (Isle of Man, Manchester, Birmingham, London, Brussels, Saint Peter Port) and Germany (Hannover, Berlin, Frankfurt, Prague, Wrocław, Luxembourg, Czechia).

Sunday, 12. December 2021 Monday, 13. December 2021 2 guests ▾

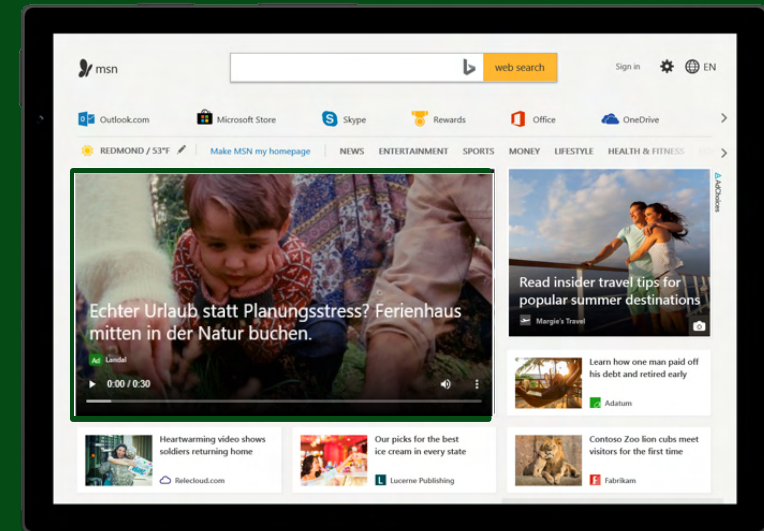
Echter Urlaub
Landal
Dein Ferienhaus in der Natur
landal.de

50:31

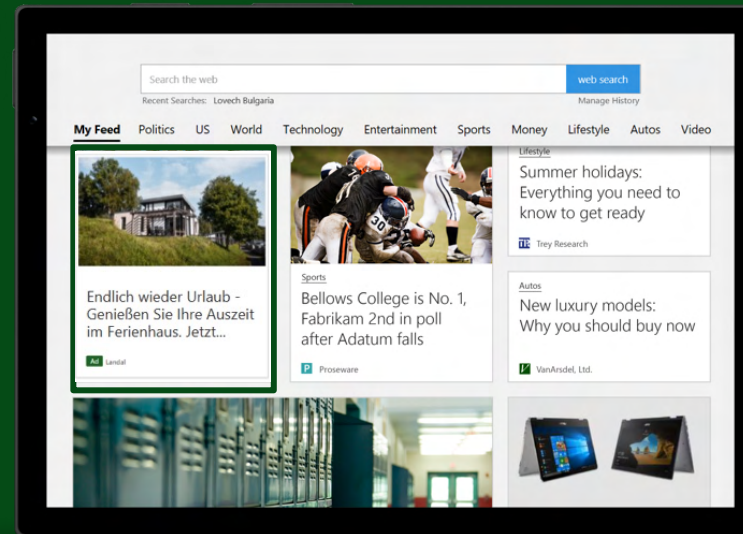
Echter Urlaub bei Landal

Learn more

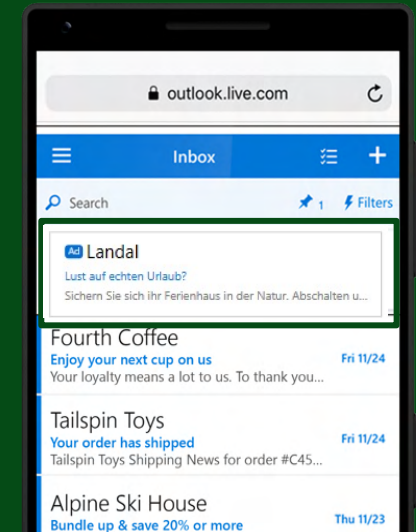
Audience Ads



MSN



Microsoft Edge



Outlook.com

Results so far

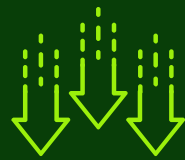
+31%

incremental
conversions



-22%

lower CPA



Learnings,
challenges
& looking ahead



"The (marketing) funnel is fed from the top, so generating fireworks and brand equity at the awareness stage will ultimately drive higher conversion rates, more leads and ultimately, more sales."

- MarTech



Audience ad exposure helps advertisers achieve greater...



Brand Awareness

Users are more likely to search for an advertiser's brand



Brand Consideration

Users are more likely to visit the advertiser's website



Brand Conversions

Users are more likely to convert on the advertiser's website

We set out to prove that users exposed to Microsoft Audience ads engage with Travel brands at a higher rate

Travel Ad Effectiveness Study



AWARENESS

3.6x

*Lift in brand awareness
per user, measured by
post-exposure brand
search rate*



CONSIDERATION

6.1x

*Lift in brand consideration per
user, measured by post-
exposure domain visit rate*



CONVERSION

6.4x

*Lift in brand purchase per
user, measured by post-
exposure conversion page
visit rate*

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all Travel advertisers with completed lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 844K

A photograph of three young women celebrating. In the foreground, a young woman with dark hair and freckles, wearing a pink shirt, is smiling broadly. Behind her, two other young women are visible; one is wearing a green shirt and holding a purple streamer, and the other is also smiling. Large green and yellow balloons are in the foreground, partially obscuring the women. The background is slightly blurred, showing an indoor setting with wooden chairs.

NEW

**Microsoft Audience
Network launch in
18 more markets
including
Netherlands and
Belgium**



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Microsoft Advertising

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Peter Tukker
Team Lead SEA
Landal GreenParks

[linkedin.com/in/petertukker](https://www.linkedin.com/in/petertukker)