

flyadeal

Air Travel

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Search

flyadeal's ROAS soars 50% higher with Microsoft Advertising

The goal

flyadeal is a low-cost airline in Saudi Arabia focused on simplicity, value and convenience. With travel demand surging across the region, the brand aimed to capture high-intent consumers actively searching for affordable travel options. .

The solution

By partnering with Microsoft Advertising and InMobi Advertising, flyadeal could reach high-intent travellers. Microsoft Advertising's advanced targeting capabilities and in-market audiences helped them show up where it mattered most, while InMobi's mobile campaign optimizations and dayparting strategies ensured peak-time visibility. Together, they made every search count, driving results that mattered, without wasting spend.

"Our Search campaigns were a phenomenal success. With Microsoft Advertising's advanced targeting capabilities and InMobi's Advertising's strategic optimizations, we reached the right audience at efficient costs. Outperforming other platforms, these results led us to increase budgets and look forward to even greater outcomes."

Reem Alazhari
Senior Performance Marketing Analyst
flyadeal

The results

20x

Year-over-year growth in revenue

50%

Higher Return on Ad Spend (ROAS) compared to other platforms

49%

Lower Cost Per Acquisition (CPA) compared to other platforms

90%

Return on Ad Spend (ROAS) lift in a year



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