

Priceline

Travel

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Copilot in Microsoft Advertising Platform

Priceline builds over 100,000 customized ads in minutes with generative AI

The goal

For over 25 years, Priceline has helped millions of travelers book their trips, from flights and hotels to rental cars and activities. With a presence in markets around the world, Priceline connects audiences with personalized experiences on a truly global scale.

To do this, the paid media team manages an astounding 200,000 campaigns. Still, they saw the huge potential to pursue niche and emerging marketing opportunities, such as independent properties, upper-funnel destination searches, and one-time travel occasions like concerts and festivals.

The solution

Copilot brings staggering scale to Priceline's ad strategy

Priceline partnered with Microsoft Advertising to deploy Copilot in Microsoft Advertising Platform's asset generation capabilities through the Campaign Management API into their proprietary ad platform. The approach combined generative AI with Priceline's own landing pages and a Google Sheets workflow.

With automated asset generation, analysts paste a landing page URL and a short text prompt into Google Sheets. Then, Copilot instantly produces multiple ad headlines and descriptions, saving hours of manual copywriting.

"Without Copilot, generating ad copy for hundreds of thousands of ads would have required endless manual writing, trimming, and fitting. Copilot does the heavy lifting for us—scraping landing pages for our brand tone and terms, and enforcing character limits across different products and cities."

Yetish Srinidhi
Senior Analyst, SEM,
Priceline

The results

10%

Immediate boost in click-through rates* compared to manually created assets

*Priceline campaign data, comparing 7/14 to 8/3 with 8/4 to 8/24.

By using [Copilot in Microsoft Advertising Platform](#), Priceline expanded into previously untapped marketing ideas that once felt out of reach, significantly improving performance...

Independent properties: Priceline supports more than 200,000 boutique, non-chain, and local hotels. With Copilot, they developed ads to support travelers looking for unique, off-the-beaten-path stays.

Upper-funnel destination searches: Campaigns now capture interest earlier in the journey, when travelers are browsing broad queries like "Hawaii" or "Paris," even before they've committed to a trip.



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