



# Learn how Younited Credit used target CPA and Microsoft Search Partners to increase efficiency and conversions



[Learn more](#)

Microsoft Advertising. Great relationships start here.



# YOUNITED credit

**Customer:**

[Younited Credit](#)

**Industry:**

Finance

**Country:**

France

**Date:**

May 2022

**Feature focus:**

[Target CPA](#)

[Microsoft Search Partners](#)

[Read the full story >>](#)



**Impact:**

Younited Credit implemented target cost-per-acquisition to bring efficiency to its campaigns. The improved performance freed them to try expanding reach through Microsoft Search Partners. More conversions started to come in after just a few days.

**16%**

Incremental conversions

**63%**

Reduced cost-per-acquisition

**32%**

Incremental sales revenue

*"Our main metrics are growth and cost, and Microsoft is so efficient that it's bringing our overall cost down."*

Jackson McKee, Search Engine Advertising and Display Manager, Younited

Data source: Yountied Credit Internal Data, 1 January 2022 to 31 March 2022

Microsoft Advertising. Great relationships start here.