



Learn how ENGIE
used target ROAS and
Portfolio Bidding strategies
to increase efficiency and
return on investment



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Customer:
ENGIE & Performics

Industry:
Utilities

Country:
France

Date:
December 2021

Feature focus:

- [Target ROAS](#)
- [Portfolio Bidding strategies](#)

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Impact:

ENGIE was able to increase conversions and return on investment with target return-on-ad-spend and portfolio bidding strategies.

+40%

Increase in
Conversions

+25%

Increase in
Conversion rate

+23%

Increase in
Impression share

"We are delighted with the results of portfolio bidding and target ROAS on Microsoft Advertising. The algorithms and our team optimised our accounts so quickly and so well, it has made us super-efficient which allows us to reinvest more in the platform in other areas."

Benjamin Audoin, Head of Acquisition, ENGIE

Data source: ENGIE and Performics Internal Data, July to October 2021.

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