Microsoft

Microsoft Advertising Customer Story

Performics

How Performics helped a major auto insurance advertiser drive better full funnel results through Microsoft Advertising

IMPACT

1.43x
Visitation rate*

1.5x
Conversion rate*

*For audiences exposed to audience and search ads, compared to search only

THE GOAL

Engage with customers across multiple touchpoints on their shopping journey

Performics aimed to create an advantage for their client in a fiercely competitive field by implementing a plan to reach customers early in the decision journey then use subsequent data signals to drive efficiency and purchase intent further down the funnel.
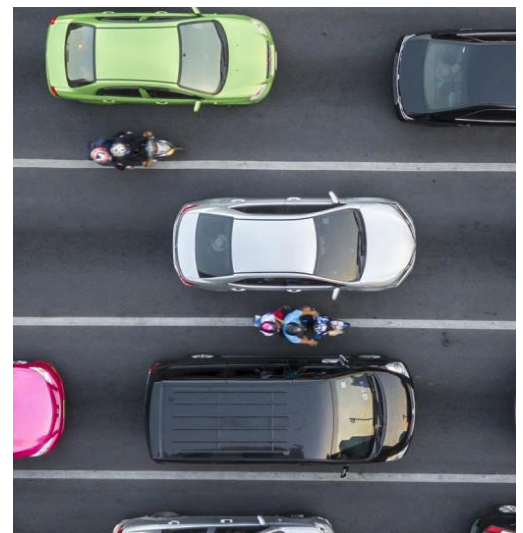
THE SOLUTION

Execute a full-funnel audience strategy to engage with consumers and guide them down the funnel throughout their auto insurance shopping journey

Performics helped their client achieve strong results by implementing a full funnel strategy. First, they reached potential customers early in their decision journey with visually engaging native placements and Video Ads on the Microsoft Audience Network. As early adopters of the new video ad format, Performics used a "test-and-learn" approach and found video ads enhanced their mid/upper funnel results. Most impressively they found them to deliver even stronger incremental lift in both consideration and conversion vs. image-based ads alone. They targeted specific In-Market audiences to see native videos ads then leveraged remarketing lists and tailored messaging to capture conversions more effectively at the bottom of the funnel.
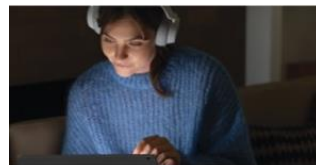
PRODUCTS USED

Video Ads   **Remarketing**

Audience Network

CONSIDERATION

2.9x

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

CONVERSION

3.4x

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

TESTIMONIAL

" Our goal behind Microsoft Audience Network advertising is to generate brand demand for our client by increasing search & conversion lift. This ad effectiveness study was extremely effective in illustrating performance lift & served as a key win for our program. We look to build on our success as we continue our strong partnership with Microsoft. "

- John Danison, Sr. Media Manager at Performics

Launch your campaigns with Microsoft Advertising today