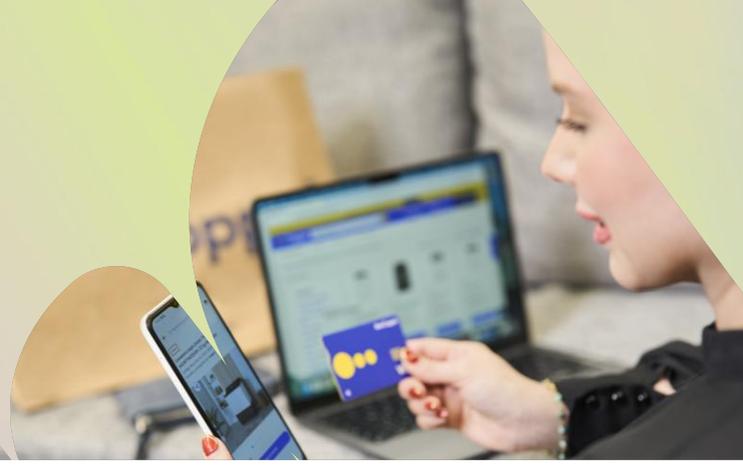


Coppel Credito

Finance

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Microsoft Audience ads & Lift measurement

The goal

Coppel Credito, the financial services arm of Coppel - one of Mexico's most trusted retail brands - set out to accelerate adoption of its credit products by reaching high intent consumers across Mexico.

In a fiercely competitive market, the brand aimed to strengthen its digital acquisition funnel by boosting awareness, building intent, and driving qualified signups.

To do this, Coppel Credito needed data driven media that could identify and engage real potential buyers while reinforcing its trusted identity.

The solution

The strategy focused on activating Microsoft Audience ads campaigns to attract new prospects through In-Market audiences, and to re-engage advanced users via remarketing with Similar Audiences based on historical site visitors (540-day lookback).

Creative assets were developed in line with Coppel's brand identity, supported by audience-specific bid adjustments and ongoing performance monitoring. The initiative was further strengthened by Aleph's strategic consulting and ongoing optimization support, ensuring the campaigns were aligned with best practices and performance goals.

To validate impact, Microsoft Advertising conducted a structured lift study comparing treatment and control groups to isolate the incremental value of Audience Ads across brand search, site visits, and conversions.

"The lift study allowed us to validate, with concrete data, that Audience ads campaigns are a key driver in accelerating the adoption of our financial products"

Diana Guadalupe Rodriguez
Paid Media Analyst
Coppel

"Measuring incremental impact was key: beyond execution, we were able to demonstrate with concrete data the value of Audience ads for the business."

Rebeca Gutierrez
Account Director
EPA digital

The results

The latest lift study confirmed the measurable impact of Microsoft Audience ads on Coppel Credito's acquisition strategy. Additionally, the study revealed a significant uplift in qualified site traffic, confirming that Audience ads effectively engage high-value users early in the decision journey.

70%

Increase in brand search rate

23%

Lift in conversions with Remarketing similar audiences

134%

Conversion lift with In-Market segments



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