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Cloud Services

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Modeled Audiences in Microsoft Invest

Transforming Reach—How Carat took Microsoft Azure to new heights with strategic audience targeting

The goal

Azure signups are extremely low funnel conversion events, typically occurring on desktop devices and involving higher-priced purchases that are primarily made by business leaders. Carat needed a way to prospect new users most closely matching Azure's first-party retargeting audiences across multiple global markets. They chose to run a direct campaign using Modeled Audiences in Microsoft Invest to help them target the right people and expand their reach among audiences similar to their first party audiences.

The solution

Carat set up multiple Line Items in Invest that each targeted a [Modeled Audience](#) in tandem with a different market within North America, EMEA, and LATAM. Invest populated Modeled Audiences within 48 hours of the segment being requested in the UI. It was also able to support modeling multiple seed audiences that were relevant to Azure's campaign, further expanding their retargeting segments. By additionally using splits, Carat was able to execute on their more granular goals with more sophisticated targeting.

“Modeled Audiences proved effective in driving incremental scale and achieving efficiency below our target KPI. We are excited about further testing in additional markets.”

Ella Baginski
Director/Display
Carat

The results

The Modeled Audiences campaign results were outstanding. In some geographic areas, CPA was reduced by an astounding 85%. Moreover, the average delivery rate was 95%, with a remarkable 100x increase in reach when Carat modeled segments were compared to the seed segment.

100X

Increase in reach across specific audiences.

71%

Lower cost per acquisition average (CPA) across all markets.



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