

Emirates NBD Group

Financial Services

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Search and Audience Ads

Emirates NBD achieves an 11% lower cost per acquisition compared to previous campaigns with Search and Audience Ads.

The goal

As a leading banking group in the Middle East, North Africa, and Türkiye region, Emirates NBD Group operates in 11 countries/regions across Asia. But staying ahead in the UAE's fast-moving financial services space meant rethinking how to reach high-value audiences. To drive growth and lower acquisition costs, Emirates NBD partnered with Microsoft Advertising to connect with potential credit card customers in the moments that matter most.

The solution

To reach high-intent audiences, Emirates NBD activated Search ads with Audience ads in real-time optimisation. Strategic use of Audience ads helped the bank engage users interested in banking, credit cards, and financial services across Microsoft's premium properties: Outlook, MSN, Edge, and more. By refining bidding strategies and focusing on high-value segments, the campaign delivered stronger conversion rates and reduced cost per acquisition (CPA).

"Working with Microsoft Advertising and InMobi to leverage the power of Search and Audience ads brought us incredible results. Search ads were the campaign's backbone, while Audience ads ensured conversions across MSN and Outlook. InMobi's insights and timely shifts maximized growth."

The Digital Marketing Team
Emirates NBD Group

The results

With precision targeting and smart optimisation, Emirates NBD drove meaningful results that balanced performance with efficiency.

95%

Share of Voice
maintained across
Search campaigns

11%

Lower cost per
acquisition (CPA)
compared to previous
campaigns



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