

# Estácio

Education

[Visit our website](#)



**+18M** Impressions through Native ads

**+2.4M** Impressions through Video ads

## Microsoft Advertising Network

How Estácio generated over 22 million impressions with Microsoft Advertising

### The goal

Whether it's nursing, physical education, project management, and beyond, Estácio is one of the largest universities in Brazil. Innovating by providing experiences that go beyond the classroom, with career programs, job openings, exclusive benefits, and events— Estácio creates opportunities for everyone to shine.

Every year, from January to February, the results of the biggest entrance exam in Brazil, ENEM, is released. The goal was to increase brand visibility and website traffic during this time.

That's why Estácio developed a multi-format digital media strategy across the Microsoft Advertising Network.

### The solution

To increase brand visibility and web traffic, Estácio launched a mid-funnel native campaign alongside a top-funnel [video](#) and [display](#) campaign.

"Launching Audience ads with Microsoft Advertising is smart strategy.

We achieved great results. Working with Microsoft Advertising increased web traffic and revenue during high seasonality. "

**Pedro Buchignani**  
Media Account Lead  
Media.Monks Brazil

### The results

The Microsoft Advertising results were impressive. Estácio amplified brand awareness and increased web traffic during high seasonality in 2024.

- Native **attracted new website traffic through 18M impressions** and achieved a **cost per click (CPC) of \$0.057**.
- Video reached **2.4M impressions** in 2024, maintaining an attractive CPM of **\$1.35**.
- Display generated over **1.5M impressions at a cost per mile (CPM) of \$1.14**.



## Ready to get started with us?

Learn more here: [Sign up — Microsoft Advertising](#)