

Hibu

B2B

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Microsoft Audience Workflow

Hibu's marketing triumph drove engagement, boosted leads, and delivered exceptional value for their clients.

The goal

Hibu, a premier provider of tailored and innovative digital marketing solutions for local businesses across the US, specializes in creating custom-integrated strategies to attract and retain customers. Hibu faced the challenge of expanding the reach for their small- to medium-sized business (SMB) clients, who are highly focused on local advertising. To address this, Hibu strategically allocated their clients' marketing budgets toward targeted audiences, generating highly specific ad impressions and increasing click-through rates. This approach not only enhanced but expanded their clients' lead generation funnels.

The solution

To tackle the challenge, Hibu leveraged their existing API connection with Microsoft Search and expanded its scope to include Audience Workflow (AWF) within the Microsoft Audience Network. This expansion enabled the seamless deployment of image-based campaigns, incorporating best practices for campaign optimization. By utilizing various formats and channels such as display, mobile, native, digital video, Connected TV (CTV), and Over-The-Top (OTT) platforms, Hibu was able to scale the process across thousands of campaigns. This approach ensured that each SMB client, regardless of budget, received an original, highly customized, and highly targeted program.

"By harnessing the power of Microsoft's API for the Microsoft Audience Network, we unlocked the scale our business needed to soar to new heights. This game-changing move not only amplified our reach but also delivered the lead volume our clients seek to help them grow their business and succeed!"

Nick Hopkins
Chief Product Officer
Hibu

The results

By integrating Audience Workflow, Hibu achieved a 47% increase in year-over-year Microsoft Ad spend from Q3 2023 to Q3 2024. Their client base under the Microsoft umbrella skyrocketed from 7,000 to over 19,000 accounts in just over a year! This powerful addition to their search strategy enabled Hibu to offer their SMB clients a comprehensive program that effectively targets every stage of the marketing funnel—top, middle, and bottom.

+ 11%

Increase in tracked leads for their clients



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