



Automated bidding on CPA unlocks the real value of search for Meilleurtaux



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GROUPE
meilleurtaux

Customer:

[Meilleurtaux](#)

Industry:

Financial Services

Country:

FR

Date:

May 2022

Feature focus:

[Automated bidding](#)



Impact:

An automated bidding strategy with Microsoft Advertising boosted the financial services broker's lead performance by 20%

20%

Increase in lead volume

48%

Increase in conversions

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"We operate in very competitive markets and to get the support that we do from Microsoft, with insights and analytics, is hugely helpful for us."

—Jérémy Lacoste, Head of Acquisition, Analytics and CRM Marketing, Meilleurtaux



Data source: Meilleurtaux Internal Data, 2022.

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