

Postbank

Finance

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62% Increase in conversions

64% Decrease in cost per acquisition

36% Reduction in CPC

PMAX, MultiMedia ads and Audience ads

Postbank boosted their conversion rate by 62% using a robust multichannel strategy with Microsoft Ads

The goal

Postbank aimed to drive significant incremental conversions for its new investment product by launching Microsoft Ads, all while keeping the cost per acquisition (CPA) competitive. While other performance channels delivered solid results, the goal was to position Microsoft Ads as a key player in their search marketing strategy.

The solution

Through strong collaboration among Postbank, Microsoft, and GroupM, the team crafted a strategy to effectively scale the accounts. Postbank implemented a smart mix of generic exact and brand phrase search ads, alongside display ads targeting prospects and retargeting efforts. Additionally, the team embraced innovative campaign formats such as Performance Max (PMAX), Multimedia Ads, and the Microsoft Audience Network to maximize reach and impact.

“We exceeded our KPIs, particularly ROAS, by leveraging a robust multichannel strategy, blending search and multimedia ads for both prospecting and retargeting.”

Natalie Möglich
Performance Marketing Specialist,
Postbank

The results

By unlocking new potentials, Postbank reached previously inaccessible audiences and achieved a significant number of cost-effective conversions at a lower cost-per-click (CPC) than other channels.



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