

Youi

Financial Services

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3.2X lift in consideration

3X lift in conversations to lead through search

Microsoft Advertising Network

How Youi tracked a 3x+ lift in consideration and conversions with Native Image Ads that was further enhanced by last touch attribution.

The goal

[Youi.com](#), a leading insurance player in Australia, has a strong presence in the market and a dedicated in-house team buying programmatic Display & Video.

Youi was looking to test the efficacy of buying Native ads.

The value of testing this would be to also see how their upper funnel activity was driving incremental impact to the downstream performance of their Search campaigns, connecting the effectiveness of their activity from upper funnel through to subsequent search and conversion.

The solution

The team conducted a six-week campaign on Audience ads, where the power of Microsoft's 1st party insights helped Youi leverage Microsoft properties and premium publisher partners.

A collaborative approach was adopted to drive consistent stable performance through optimizations by partnering with Microsoft's account teams.

After a strong four weeks of performance, Youi tested more advanced models like last touch attribution. Bid optimizations were also applied to drive further efficiencies based on performance learnings since launch.

"Our collaboration with the Microsoft team enabled us to significantly increase our search driven conversions and brand consideration, thanks to their unique insights and strategic optimizations. Their partnership continues to support us in finding new ways to reach and convert relevant audiences."

Matt McDonald

Social & Programmatic Manager
Youi

The results

The results were impressive. Last touch attribution turned out to be a game changer, with the conversion volume/week doubling in the last two weeks of the campaign. Overall, Microsoft's proprietary ad effectiveness study found that people who saw Youi's Audience ads showed a 3.2X lift in consideration and a 3X lift in conversion to lead through search.



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