



Learn how LHA London increased conversion rates using the Microsoft Audience Network



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Customer:

[LHA London](#) & [Infoserve](#)

Industry:

Hotel & Accommodation

Country:

UK

Date:

March 2022

Feature focus:

[Microsoft Audience Network](#)

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Impact:

LHA London improved its conversion rate whilst reducing costs using the Microsoft Audience Network. Targeting a specific audience of young people and students, Infoserve achieved great results at an efficient cost.

+50%

Increase in
conversion rate

-52%

Lower cost-per-
acquisition

-6%

Reduced
cost-per-click

"When people think of native advertising, typically they think about brand awareness, but the audience targeting capabilities of the Microsoft Audience Network make it a fantastic tool for converting customers"

Dan Lezcano, Head of Paid Search, Infoserve

Data source: Infoserve Internal Data, between Q2 2021 and Q3 2021

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