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

Learn more
Case study overview

Customer:
LHA London & Infoserve

Industry:
Hotel & Accommodation

Country:
UK

Date:
March 2022

Feature focus:
Microsoft Audience Network

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

Microsoft Advertising. Great relationships start here.