



# Learn how Société Générale looked beyond search to open up new customer growth



[Learn more](#)

Microsoft Advertising. Great relationships start here.





**Customer:**  
[Société Générale](#)

**Industry:**  
Finance

**Country:**  
France

**Date:**  
February 2023

**Feature focus:**  
[Microsoft Audience Network](#)

[Read the full story >>](#)



**Impact:**

Société Générale looked beyond search advertising when it came to generating new account openings. Retargeting visitors to its website through the Microsoft Audience Network opened up a new source of customer growth that's quickly become the strongest performer in its marketing portfolio.

**24%**

Higher  
conversion rate

**6X**

Lower cost-  
per-acquisition

*"Discovering the value of digital native ads has been a good opportunity for us – it's an exciting new space for us to explore."*

Mame-Coumba Fadiga, Search Engine Advertising Lead for Société Générale

Data source: Société Générale Internal Data, December 2022., performance compared to search campaigns

Microsoft Advertising. Great relationships start here.