Learn how Vodafone used the Microsoft Audience Network to boost acquisition

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Customer: Vodafone
Industry: Telco
Country: Spain
Date: January 2023
Feature focus: Microsoft Audience Network

Impact:
The Microsoft Audience Network provided the incremental sales and efficient CPA to keep pace with digital buyer journeys, helping digital marketing performance to build Vodafone’s bottom line.

"The Microsoft Audience Network gives us a new channel through which we can impact future customers."

David Llamazares Presa, Specialist Marketing Communications and Biddable Media Lead, Vodafone

117%
Increased Display Acquisition

69%
Lower cost-per-click

Data source: Vodafone Internal Data, July to December 2022.

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