Learn how Younited Credit used target CPA and Microsoft Search Partners to increase efficiency and conversions.

Microsoft Advertising. Great relationships start here.
Case study overview

Customer: Younited Credit
Industry: Finance
Country: France
Date: May 2022

Feature focus: Target CPA
Microsoft Search Partners

Impact:
Younited Credit implemented target cost-per-acquisition to bring efficiency to its campaigns. The improved performance freed them to try expanding reach through Microsoft Search Partners. More conversions started to come in after just a few days.

16% Incremental conversions
63% Reduced cost-per-acquisition
32% Incremental sales revenue

“Our main metrics are growth and cost, and Microsoft is so efficient that it’s bringing our overall cost down.”

Jackson McKee, Search Engine Advertising and Display Manager, Younited

Data source: Younited Credit Internal Data, 1 January 2022 to 31 March 2022