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

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Microsoft Advertising. Great relationships start here.
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