Automated bidding on CPA unlocks the real value of search for Meilleurtaux

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Case study overview

Customer:
Meilleurtaux

Industry:
Financial Services

Country:
FR

Date:
May 2022

Feature focus:
Automated bidding

Impact:
An automated bidding strategy with Microsoft Advertising boosted the financial services broker’s lead performance by 20%

"We operate in very competitive markets and to get the support that we do from Microsoft, with insights and analytics, is hugely helpful for us."

–Jérémy Lacoste, Head of Acquisition, Analytics and CRM Marketing, Meilleurtaux

20% Increase in lead volume
48% Increase in conversions

Data source: Meilleurtaux Internal Data, 2022.