



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



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Customer:
[Société Générale](#)

Industry:
Finance

Country:
France

Date:
February 2023

Feature focus:
[Microsoft Audience Network](#)

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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

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