



Learn how Refinitiv and TMI used LinkedIn Profile Targeting and the Microsoft Audience Network to target niche audiences



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Customer:

[Refinitiv](#) and [The Media Image](#)

Industry:

Financial Services

Country:

UK

Date:

February 2022

Feature focus:

[LinkedIn Profile Targeting](#)
[Microsoft Audience Network](#)

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Impact:

Refinitiv was able to increase conversions at an efficient cost-per-lead (CPL) through the Microsoft Audience Network. By using LinkedIn Profile targeting they reached high-value niche audiences with customized content.

+533%

Increase in conversions

+51%

More efficient Cost-Per-Lead

"The results speak for themselves, and the Microsoft Audience Network is now a powerful tool that we have embedded into our digital marketing toolkit."

Josh Mendelowitz, Senior Search Manager, Refinitiv

Data source: TMI Internal Data, May to October 2021.

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