



# Learn how Vodafone used the Microsoft Audience Network to boost acquisition



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**Customer:**

[Vodafone](#)

**Industry:**

Telco

**Country:**

Spain

**Date:**

January 2023

**Feature focus:**

[Microsoft Audience Network](#)

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**Impact:**

The Microsoft Audience Network provided the incremental sales and efficient CPA to keep pace with digital buyer journeys, helping digital marketing performance to build Vodafone's bottom line.

**117%**

Increased Display  
Acquisition

**69%**

Lower cost-  
per-click

*"The Microsoft Audience Network gives us a new channel through which we can impact future customers."*

David Llamazares Presa, Specialist Marketing Communications and Biddable Media Lead, Vodafone

Data source: Vodafone Internal Data, July to December 2022.

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