



# Würth discovers its most valuable performance player with the Microsoft Audience Network



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**Customer:**

[Wurth](#)

**Industry:**

B2B

**Country:**

Italy

**Date:**

March 2023

**Feature focus:**

[Microsoft Audience Network](#)

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**Impact:**

The Microsoft Audience Network gave Würth an opportunity to expand into new channels and drive immediate results- enabling experimentation that is core to the brand's goals.

**10%**

Total leads were driven through the Microsoft Audience Network

*"Our main goal is to be as efficient as possible, which means more volume at the lowest possible cost. The Microsoft Audience Network gave us those results, right from the start. In the last 6 months, Display ads on the Microsoft Audience Network delivers around 10 percent of the total leads we generate from display ads – and most importantly for us, the cost per lead (CPL) is among the lowest of all our channels. The goal now is to scale this channel."*

Silvia Vender, Performance Marketing Specialist, Würth Italy

Data source: Würth Internal Data, 2022.

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