



Learn how Younited Credit used target CPA and Microsoft Search Partners to increase efficiency and conversions



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YOUNITED credit

Customer:

[Younited Credit](#)

Industry:

Finance

Country:

France

Date:

May 2022

Feature focus:

[Target CPA](#)

[Microsoft Search Partners](#)

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Impact:

Younited Credit implemented target cost-per-acquisition to bring efficiency to its campaigns. The improved performance freed them to try expanding reach through Microsoft Search Partners. More conversions started to come in after just a few days.

16%

Incremental conversions

63%

Reduced cost-per-acquisition

32%

Incremental sales revenue

"Our main metrics are growth and cost, and Microsoft is so efficient that it's bringing our overall cost down."

Jackson McKee, Search Engine Advertising and Display Manager, Younited

Data source: Yountied Credit Internal Data, 1 January 2022 to 31 March 2022

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