



# Trygg-Hansa buoys performance with the Microsoft Audience Network



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**Partner:**

[Azerion](#)

**Customer:**

[Trygg-Hansa](#)

**Industry:**

Financial Services

**Country:**

SE

**Date:**

July 2022

**Feature focus:**

[Microsoft Audience Network](#)



**Impact:**

Native advertising driven by data signals enabled Sweden's instantly recognizable insurance brand to boost impressions by more than 12x and transform ROAS.

**27%**

Lower  
CPA's

**87%**

Lower  
CPC's

**31%**

Increase in  
conversions

*"We'll definitely be using the audience network for other clients. We found it really simple to set this campaign up from scratch, without needing to import from other platforms. We could create the segmentation we wanted – and we saw results almost instantly."*

–Gemal Said, SEM Consultant for Resolution Sweden

Data source: Azerion Internal Data, 2022.



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