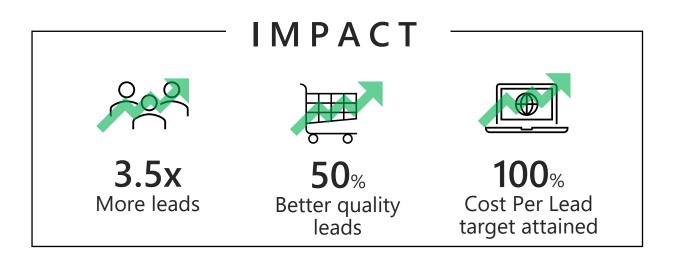


### **Microsoft Advertising Customer Story**



How Envoy Media simultaneously improved the quality and quantity of their leads through Microsoft Advertising



## THE GOAL

### Improve efficiencies to increase traffic volume and quality

Envoy media aimed to drive more qualified leads through their site by expanding targeting while maintaining campaign efficiencies.



# THE SOLUTION

#### Harness the power of AI infused tools to drive efficiencies

Envoy Media began by testing automated-bidding on their smaller accounts, and to their delight were able to confirm the back-end metrics supported that they were generating more qualified leads. From there it was a no brainer to then roll out automated bidding across all Microsoft Advertising accounts then scale reach by leveraging other products like Multimedia Ads.

## PRODUCTS USED





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## TESTIMONIAL

GG We constantly optimize our marketing across the customer journey. When we leveraged our insights with Microsoft's advertising tools, performance went to the next level.

Danny O'Kelley | Director of Search Marketing, Envoy Media



Launch your campaign with Microsoft Advertising today