



# Learn how LHA London increased conversion rates using the Microsoft Audience Network



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**Customer:**

[LHA London](#) & [Infoserve](#)

**Industry:**

Hotel & Accommodation

**Country:**

UK

**Date:**

March 2022

**Feature focus:**

[Microsoft Audience Network](#)

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**Impact:**

LHA London improved its conversion rate whilst reducing costs using the Microsoft Audience Network. Targeting a specific audience of young people and students, Infoserve achieved great results at an efficient cost.

**+50%**

Increase in  
conversion rate

**-52%**

Lower cost-per-  
acquisition

**-6%**

Reduced  
cost-per-click

*"When people think of native advertising, typically they think about brand awareness, but the audience targeting capabilities of the Microsoft Audience Network make it a fantastic tool for converting customers"*

Dan Lezcano, Head of Paid Search, Infoserve

Data source: Infoserve Internal Data, between Q2 2021 and Q3 2021

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