Learn how Société Générale looked beyond search to open up new customer growth

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Customer: Société Générale
Industry: Finance
Country: France
Date: February 2023
Feature focus: Microsoft Audience Network

Impact:
Société Générale looked beyond search advertising when it came to generating new account openings. Retargeting visitors to its website through the Microsoft Audience Network opened up a new source of customer growth that's quickly become the strongest performer in its marketing portfolio.

“Discovering the value of digital native ads has been a good opportunity for us – it’s an exciting new space for us to explore.”

Mame-Coumba Fadiga, Search Engine Advertising Lead for Société Générale

24% Higher conversion rate
6X Lower cost-per-acquisition

Data source: Société Générale Internal Data, December 2022, performance compared to search campaigns

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