



Learn how Vodafone used the Microsoft Audience Network to boost acquisition



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Customer:

[Vodafone](#)

Industry:

Telco

Country:

Spain

Date:

January 2023

Feature focus:

[Microsoft Audience Network](#)

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Impact:

The Microsoft Audience Network provided the incremental sales and efficient CPA to keep pace with digital buyer journeys, helping digital marketing performance to build Vodafone's bottom line.

117%

Increased Display
Acquisition

69%

Lower cost-
per-click

"The Microsoft Audience Network gives us a new channel through which we can impact future customers."

David Llamazares Presa, Specialist Marketing Communications and Biddable Media Lead, Vodafone

Data source: Vodafone Internal Data, July to December 2022.

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