

Microsoft Advertising Customer Story



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

IMPACT



3.5x
More leads



50%
Better quality
leads



100%
Cost Per Lead
target attained

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



[Automated Bidding](#)



[Multimedia Ads](#)



TESTIMONIAL

“ 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



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