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.
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, Envoy Media

Launch your campaign with Microsoft Advertising today