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

Learn more

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**Customer:** LHA London & Infoserve  
**Industry:** Hotel & Accommodation  
**Country:** UK  
**Date:** March 2022  
**Feature focus:** Microsoft Audience Network

**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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