Learn how Refinitiv and TMI used LinkedIn Profile Targeting and the Microsoft Audience Network to target niche audiences.

Learn more.
Case study overview

Customer: Refinitiv and The Media Image

Industry: Financial Services

Country: UK

Date: February 2022

Feature focus: LinkedIn Profile Targeting, Microsoft Audience Network

Impact:
Refinitiv was able to increase conversions at an efficient cost-per-lead (CPL) through the Microsoft Audience Network. By using LinkedIn Profile targeting they reached high-value niche audiences with customized content.

+533% Increase in conversions
+51% More efficient Cost-Per-Lead

“The results speak for themselves, and the Microsoft Audience Network is now a powerful tool that we have embedded into our digital marketing toolkit.”

Josh Mendelowitz, Senior Search Manager, Refinitiv

Data source: TMI Internal Data, May to October 2021.