Learn how Vodafone used the Microsoft Audience Network to boost acquisition

Learn more

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Customer: Vodafone
Industry: Telco
Country: Spain
Date: January 2023

Feature focus: Microsoft Audience Network

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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