Würth discovers its most valuable performance player with the Microsoft Audience Network

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Case study overview

Customer:
Wurth

Industry:
B2B

Country:
Italy

Date:
March 2023

Feature focus:
Microsoft Audience Network

Impact:
The Microsoft Audience Network gave Wurth an opportunity to expand into new channels and drive immediate results - enabling experimentation that is core to the brand’s goals.

"Our main goal is to be as efficient as possible, which means more volume at the lowest possible cost. The Microsoft Audience Network gave us those results, right from the start. In the last 6 months, Display ads on the Microsoft Audience Network delivers around 10 percent of the total leads we generate from display ads – and most importantly for us, the cost per lead (CPL) is among the lowest of all our channels. The goal now is to scale this channel."

Silvia Vender, Performance Marketing Specialist, Würth Italy

10%
Total leads were driven through the Microsoft Audience Network

Data source: Wurth Internal Data, 2022.