Microsoft Drives Conversions with Advanced Targeting Tools

Outbrain | ::: Microsoft

Microsoft is an American multinational technology company that develops, manufactures, licenses, supports and sells computer software, consumer electronics and personal computers and services. It is the world's largest software maker by revenue and one of the world's most valuable companies.

Overview

Using some of the newest and most advanced Outbrain targeting features, Microsoft drove impressive engagement and conversion results with its content. Outbrain delivered more clicks and more leads than campaigns on social channels, proving that the ability to capture targeted audiences while they are in discovery mode can yield impressive results.

Solution

The primary goal of the Microsoft campaign was to drive leads among high value audiences who were most likely to convert. Microsoft was able to identify those key audiences within the Outbrain network and drive conversions by leveraging three targeting features:

Outbrain Network Campaign with Optimization: Microsoft promoted its FieldOne campaign across the Outbrain network, and KPI optimization drove content to the highest performing publishers and headlines.

Sequential Retargeting: By retargeting audiences who had consumed prior campaigns, Microsoft tapped into a primed audience of consumers who were more likely to engage.

1st Party Audience (DMP) Targeting: Microsoft targeted high value, 1st party audience segments through their DMP across the Outbrain network.

Outbrain | **Microsoft**
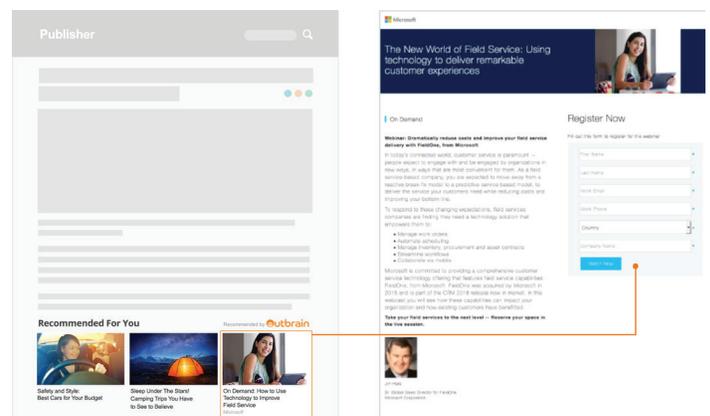
"Native content is a key part of Microsoft's storytelling and demand generation strategy. Our work with Outbrain helps us scale our content across a broad set of quality publishers with the right level of targeting and intelligence."

- Yoli Chisholm, Marketing Director, USCMO Microsoft

Results

Microsoft was successful in driving efficient conversions with Outbrain. Compared to similar campaigns on social channels, Outbrain drove 180% more leads at a 57% lower CPA. Microsoft also saw a 75% increase in conversion rates among their retargeted audiences as well as a 3X increase in conversion rates among 1st party audience segments.

180%	57%
More Leads than Social Channels	Lower CPA than Social Channels

75%	3X
Higher Conversion Rate with Site Retargeting	Higher Conversion Rate with DMP Retargeting