




“This is all about increasing our coverage and serving people with relevant ads wherever they are on the net.”




**Bill Davies,**  
Digital Marketing Manager, MandM Direct

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The Microsoft Audience Network provided MandM Direct with

**66%**   
reduction in  
cost-per-acquisition. <sup>1</sup>

MandM Direct’s return on advertising spend was

**130%**   
higher than its average search  
campaigns. <sup>1</sup>

Click-through rate was

**23%**   
higher than normal  
campaigns. <sup>1</sup>

## MandM Direct gets closer to customers with Microsoft Advertising

MandM Direct is a veteran British retailer, best known for selling end-of-line sports products across Europe. Since taking the leap to become an online pureplay, the company is now one of Europe’s leading off-price retailers with over 2.5 million active customers. Throughout 2019, the company looked to refine its audience strategy and deliver precision focus to their marketing activities. A suite of Microsoft Advertising audience solutions, including In-market Audiences, Product Audiences and the Microsoft Audience Network were used to achieve this goal.

The benefit of using In-market Audiences for MandM Direct was that it provided a more qualified prospecting opportunity, selecting audiences that have displayed multiple signals of intent in their search, demographic and browser activity. In-market Audiences were embedded into all MandM Direct prospecting campaigns. Each audience started with no bid adjustments, was then evaluated on a monthly basis and finally adjusted according to performance in 5-10% bid increments. This resulted in a click-through rate (CTR) that is 23% higher than normal campaigns, as well as a conversion rate 3% higher than standard campaigns.

The Microsoft Audience Network also provided a new avenue for MandM Direct to reach its existing customers with carefully tailored messaging. It delivered additional 2% conversions to the bottom line, converting at a 30% higher rate than their standard search campaigns and maintaining a 66% reduction in cost-per-acquisition (CPA). Because the CPA on the network was so efficient, MandM Direct’s return on advertising spend (ROAS) for the Microsoft Advertising Network was 130% higher than its average search campaign.

Additionally, MandM Direct also successfully employed Product Audiences as a new way to dynamically retarget customers based on the products viewed on the website. This has resulted in a 40% reduction in CPA compared to the rest of its search account, with a 68% higher conversion rate and 70% higher ROAS.