



“By expanding our targeting through the Microsoft Advertising Partner Network, we have unlocked further potential to maximise conversions whilst also increasing cost efficiency.”



David Podesta
PPC Account Manager, Croud

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Optimised syndicated campaigns drove

8%

reduced cost-per-click ¹



Microsoft Advertising Partner Network was responsible for acquiring

20%

incremental conversions ¹



Microsoft Advertising blended cost-per-acquisition down by

11%

through Microsoft Advertising search partners¹



Croud increases cost efficiency with Microsoft Advertising Partner Network

Croud is a global digital marketing agency, powered by the best talent, custom built technology and the world's first crowd sourced network of digital experts. One of the key challenges facing Croud was how to further develop its mature accounts and how to continue getting incremental conversions at an efficient cost across a range of clients.

By working closely with the Microsoft Advertising account management team, Croud decided to test the Microsoft Advertising Partner Network with one client to address this challenge.

Croud realised a major advantage of the Microsoft Advertising Partner Network – its transparency in reporting on where the company's ads were being shown. By using the Publisher Website report in the platform, Croud could easily identify third party websites bringing in low quality traffic with little to no conversions and exclude them from future targeting.

After running this test for a full month, Croud were impressed with the performance of optimised syndicated campaigns. Not only had they increased conversions but cost-per-click (CPC) was also considerably lower, bringing down the overall cost-per-acquisition (CPA) on the account.

Inspired by the success of this trial, Croud extended Microsoft Advertising Partner Network targeting to three other brands in the company's client portfolio. After a three-month period, Croud combined the results of the four brands and found on aggregate that the Microsoft Advertising Partner Network was responsible for reducing CPCs by 8%, acquiring 20% incremental conversions and bringing CPA down by 11%¹.

Croud's PPC Account Manager, David Podesta, said, "The success of this feature for one client saw the approach being rolled out to other brands representing different industries and verticals, where we have since seen the same positive impact in driving more profitable results."

¹. Croud internal data, 1 September-30 November, 2019.