GoCompare achieved an increase in incremental ad impression reach per month. ⬆

Performing above expectations and ⬇

30%

below their target cost per acquisition (CPA).

Microsoft Advertising Solutions: 💡
In-market Audiences
Remarketing

"As a team, we focus on being market leaders and embracing innovation when it comes to reaching our customers.

We are proud to be one of the first advertisers in Europe to test Microsoft Audience Ads."

David Grenfell
PPC manager, GoCompare

LINK TO STORY ›

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GoCompare expands its reach with Audience Ads from Microsoft Advertising

As one of Britain's biggest financial services comparison websites,[1] GoCompare has come a long way from its humble beginnings as a small startup founded in Newport, Wales. What started as a vision to help people make better-informed decisions has become a philosophy of creativity and innovation in financial services to better serve customers.

GoCompare decided to strategically align its campaign on the Microsoft Audience Network with In-market Audiences and a Remarketing strategy that allowed precise targeting on premium Microsoft ad placements on MSN and Outlook.com.

The combination of Microsoft Audience Ads with an overlay of In-market Audiences and Remarketing allowed GoCompare to expand its search reach into a native environment but maintain a targeted approach that would resonate and perform well.

The company achieved excellent results, with a marked increase in incremental ad impression reach per month.

1. GoCompare internal data, 2019.

GoCompare

Microsoft