




Vincodo saw a
373% 
Increase in
conversions

As well as a
32% 
decrease in
cost per click

Microsoft Advertising solutions:

- Audience targeting
 - Microsoft Audience Network
 - Microsoft Advertising search partners
- 

Microsoft Advertising helps Vincodo create success

Since its founding in 2010, Vincodo has made a name for itself by delivering successful search engine marketing (SEM) and online advertising campaigns for its clients. According to founder and CEO Tim Daly, Microsoft Advertising has been with the company every step of the way.

Vincodo takes advantage of a range of Microsoft Advertising solutions, including audience targeting, the [Microsoft Audience Network](#), [Microsoft Advertising search partners](#) (formerly syndication) and the exact match type. All have yielded significant measurable benefits for Vincodo clients. For example, audience targeting yielded a 47% year-over-year (YoY) increase in conversions, and exact match increased the click-through rate (CTR) by 179%. But according to Daly, the success of Microsoft Advertising search partners was “a delightful surprise.”

Year over year, Microsoft Advertising search partners produced a 373% increase in conversions and a 30% increase in CTR for Vincodo clients while lowering the cost per click (CPC) by 32% and coming in under budget by 25%.¹

According to Daly, this focus on CPC distinguishes Microsoft Advertising from its competitors, allowing advertisers to get maximum value from their budget by showing more ads across all verticals and markets.

1. Vincodo internal data, 2019.



“Microsoft Advertising thinks intelligently about the clients we serve and makes customized recommendations for performance improvements. Across the board, our best ROI is always with Microsoft Advertising.”

Tim Daly
Founder & CEO
Vincodo

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