



**“Since we turned syndication back on, we have seen more conversions at half the price of our normal search CPCs which is a great win.”**

**Hannah Perry,**  
PPC Lead, Manchester Airports Group

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Manchester Airports Group reduced costs

**49%**  
cheaper CPCs on syndication than search campaigns



Performance of the account improved

**7%**  
Increase in overall conversions



Campaign acquisition costs were reduced

**6%**  
Lower CPA than search campaigns



## Manchester Airports Group improve performance with Microsoft Advertising syndication

Manchester Airports Group (MAG), the UK's largest airports group, serves 59 million passengers across three airports (Manchester, Stansted and East Midlands) and contributes £7.1 billion to the UK economy. MAG-O, the Group's digital division decided to bring all digital advertising in-house. Part of that process meant restructuring their entire account. As the team looked for ways to increase volume, they were encouraged to try syndication traffic.

### Confidence to go back to syndication

When the MAG-O team brought search in-house, one of the first restructuring decisions made was to switch off syndication traffic. Syndication had been neglected for a long time and was not delivering any benefit to the account, so was deemed an unnecessary spend.

However, with increased confidence in the Microsoft Advertising audience and trust in their Account Manager, the MAG-O team reconsidered their position on syndication and decided to switch it back on. Performance was monitored on a bi-weekly basis, removing partner sites that were not delivering and optimising bids and budgets efficiently.

The results speak for themselves. In the five months between January and May 2019, syndication traffic has increased MAG-O's overall conversions by 7% whilst lowering their average cost per acquisition by 6%. On top of that, the CPC's for syndication clicks are 49% cheaper than their core search campaigns.

Syndication is now a core part of the MAG-O strategy and as they continue to see value, they are looking for more ways to invest.



MAG-O internal data, comparing syndication to search campaigns January to May 2019.

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