



“The Microsoft Audience Network is a very efficient way to add scale and it performs.”

Trevor Hettesheimer,
Manager of KPI and analytics, search and planning for Volvo Cars USA



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4 Audiences Targeted

In-Market Audiences
Remarketing
Gender data
LinkedIn data



83%

increase
in clicks from the
Remarketing Audience



“We were able to use the Microsoft Audience Network for research, in terms of who we should be targeting. It helped us find an untapped audience.”

Tarik Mughisuddin,
Senior partner and group director
of search and social, Mindshare

Media agency Mindshare uses Microsoft Advertising to efficiently scale targeted traffic for Volvo

When Volvo & Mindshare needed a cost-effective plan to drive targeted audiences to their XC90 vehicle landing page, they leveraged the capacity of the Microsoft Audience Network’s advanced targeting tools. Using Microsoft’s exclusive data, Mindshare efficiently drove traffic to the XC90 landing page and found previously untapped target audiences.

Going beyond traditional search for cost-effective methods to scale paid reach

In 2018, Volvo allocated a sizeable amount of advertising spend towards the all-new S60 sedan launch, so they leveraged the Microsoft Audience Network as a cost-effective strategy to support awareness and maintain sales of their best-seller, the XC90 luxury SUV.

Mindshare saw the potential in Microsoft Advertising to go beyond traditional search to drive cost-effective results. They used exclusive data such as search and web activity, LinkedIn profiles, and age and gender demographics to drive quality incremental traffic to the XC90 landing page.

They delivered on-brand ads using Microsoft Audience Ads, an audience marketing solution powered by Microsoft Graph and artificial intelligence (AI) that provides high-quality native placements to millions of users across devices and premium sites like MSN, Outlook.com Microsoft Edge, Verizon Media, and more.

The Microsoft Audience Network delivered significant traffic at a low cost

- Over 50 million impressions with more than 65,000 site visits in incremental traffic
- Lower CPC than average paid search traffic

The remarketing target audience saw an 83% click lift, generating the most cost-efficient traffic. Some untapped audiences were also uncovered. Through the LinkedIn and In-Market audiences user data, not only did Volvo find new audiences to target, but they also discovered that they fared well against competitors in markets they had previously not considered.

Volvo Internal Data, 2018.
Microsoft Internal Data, March–May 2019.

