Discover the tremendous lift MyDeal.com.au achieved using Microsoft Advertising’s remarketing and in-market audiences targeting solutions.

aka.ms/MyDeal
MyDeal has achieved a 389% YoY increase in conversions with remarketing and in-market audiences from Microsoft Advertising. MyDeal’s Microsoft Advertising campaign has led to 300% more clicks and 378% YoY increase in spend. Microsoft Advertising Solution:

- Remarketing
- In-Market Audiences

MyDeal efficiently improved audience targeting with Microsoft Advertising

As one of Australia’s leading e-commerce retailers, MyDeal offers a vast array of products from a variety of vendors, along with daily deals. With its constant dedication to providing customers with the best prices and the biggest range of products, MyDeal partnered with Microsoft Advertising to reach the right audiences at the right time.

Targeting the right audiences during peak retail season

With the peak in Retail season fast approaching, MyDeal turned to Microsoft Advertising to help optimize its shopping campaign performance without involving too much work and while staying on budget.

The Microsoft Advertising team recommended the use of advanced audience targeting solutions such as remarketing lists and in-market audiences suited to the retail vertical to get more out of existing users and improve targeting efforts. This allowed MyDeal to trial audiences without impacting spend or budget, and make data-driven decisions as opposed to a grab for more spend.

Because of this customer-centric approach, the online marketplace experienced exceptional performance during the last quarter of 2019:

- Spend increased by 378% YoY
- Click volume increased by 300% YoY
- Conversions increased by 389% YoY

To date, remarketing and in-market audiences have outperformed users not in any audience segment by delivering better, more efficient results.

Through understanding MyDeal’s pain points, becoming a trusted advisor, and suggesting a data-led solution for audience feature enablement, Microsoft Advertising paved the way for account efficiencies and opened up future growth opportunities for MyDeal.

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Microsoft Advertising. Intelligent connections.