



Discover the tremendous lift [MyDeal.com.au](https://www.mydeal.com.au) achieved using Microsoft Advertising's remarketing and in-market audiences targeting solutions.



aka.ms/MyDeal

Microsoft Advertising. Intelligent connections.





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	Click volume increased by	Conversions increased by
378% YoY¹	300% YoY¹	389% YoY¹

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.

MyDeal Internal Data, 2019.

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“Microsoft continually innovates their advertising platform. With this innovation, they enable us to test, measure, and explore new features that mutually benefit both our businesses.”

John Barkle,
Head of Marketing, MyDeal



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