



"We've been really impressed with the results and now we find ourselves asking the question – what other untapped potential is there in the Microsoft Advertising platform?"

- Louise McMahon, Marketing Manager at Honda



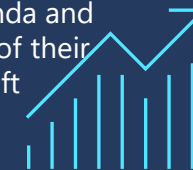
Incremental clicks

+11%



Microsoft Audience Network drove 11% incremental clicks for Honda and contributed to a massive 64% of their total impressions with Microsoft Advertising.

64%



Honda expands its digital footprint with the Microsoft Audience Network

Japanese automotive manufacturer [Honda](#) is one of the world's largest car producers. Working in collaboration with agency [Dentsu Aegis Network](#), Honda was looking for new ways to expand its digital footprint to reach new customers. When the Microsoft Audience Network was proposed, they jumped on the chance to increase their brand reach.

Increasing brand awareness in new digital spaces

Honda's digital strategy combines display advertising, social channels, paid and organic search to support its dealers across four main objectives. The conversion drivers they look to achieve are brochure downloads, car configurators, booking test drives and finding a dealer.

While social and display channels are primarily used for brand awareness, search is the primary channel to drive consideration and conversions. "We were looking to increase volume and the potential pool we could convert from," commented Jeff Bilson, Paid Search Manager at Dentsu Aegis Network. "When we saw we could expand our display campaigns across the Microsoft properties without the need to learn a completely new platform, it just made sense," said Oliver Kersey, Paid Search Manager at Dentsu Aegis Network.

Great results above expectations

Over a four-month period between September and December 2019, the Microsoft Audience Network drove 11% incremental clicks for Honda and contributed to a massive 64% of their total impressions with Microsoft Advertising. Not only was the campaign a success in terms of increased visibility for the Honda brand, but it also drove incremental leads and conversions. The benefit of the Microsoft Audience Network highly targeted matching algorithm meant that a brand awareness campaign was also delivering solid conversions.

Source: Honda Internal Data, 2019

Microsoft Advertising. Intelligent Connections.



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