With In-market Audiences Oak Tree Mobility achieved

18%

Cheaper cost-per-acquisition on leads

In-market audiences delivered

47%

Higher conversion rate compared to standard text ads

In-market audiences generated

16%

Of Oak Tree Mobility total leads

"**Microsoft Advertising enables us to reach the client's perfect customers and drive high-quality leads. That's why we prioritised the client's budget on Microsoft Advertising, before spending on Google and Facebook**"

Hannah Wood,
Senior Account Manager, SearchStar

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Taking a "Microsoft-first" approach to digital advertising

Oak Tree Mobility is a mobility sector leader that empowers its customers to enjoy the freedom they deserve. The company looked to agency SearchStar to maximise its potential in search advertising and generate leads as efficiently as possible.

SearchStar implemented a "Microsoft-first" approach with the client, prioritising budget on Microsoft Advertising before spending on other platforms. The SearchStar team pushed to achieve 100% impressions share before turning their attention to other digital outlets.

In-market audiences maximise campaign efficiency

After initial promising results, the real breakthrough came with the implementation of in-market audiences. The account had been growing and performing well, but the enhanced targeting opportunities and efficiency of in-market audiences exceeded expectations.

"We wanted to push the platform to the limit for this client, and in-market audience segments ensured our ads were hitting top position as frequently as possible," said Bethan Hughes, SearchStar's senior Microsoft Advertising partnership specialist. The impact was telling. Of the total leads generated by Microsoft Advertising over a six-month period, 16% came through in-market audiences, where leads were 18% cheaper and conversion rate was 47% higher than standard text ads.

Across six months of activity Microsoft Advertising delivered a click-through rate 232% higher than Google, with a cost per click 18% cheaper. On top of that, cost per lead was 21% lower and overall conversion rate saw an uptick of 3%.

"I'm so glad we listened to SearchStar when they suggested we try Microsoft Advertising," said Benjamin Kenny, Head of Digital at Oak Tree Mobility. "We have been really pleased with the results – the leads are consistent and offer some of the best value we see in our online marketing."

SearchStar

Oak Tree Mobility

Microsoft

Oak Tree Mobility account data, March to August 2019.