



*"The combination of paid search and the Microsoft Audience Network gave us the opportunity to test a new approach which resulted in a very effective campaign for our client. We see value in recommending paid search and the Microsoft Audience Network to many of our other clients as well."*

-- Pat McMann, Havas Media Lead



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# Cost per Acquisition down 50%

Consumers who clicked on the native ads had a **162% higher** probability of converting



## Background

[Havas Media Group](#) operates in over 140 countries and serves its clients with a team of specialists that span strategy, consumer insights, programmatic buying, mobile, performance marketing and more. The Havas Media team holds a belief and strategic approach that more "Meaningful Media" can help build more "Meaningful Brands."

## The Journey

As the pandemic began to unfold, Havas Media and their Quick Service Restaurant (QSR) client were preparing a product launch for a new menu item available in approximately 900 retail locations across the US. Heightened safety concerns and guidelines created a daunting environment for a new product launch. The agency leveraged [Microsoft Advertising insights](#) about changing consumer behaviors and safety regulations to help create a campaign that focused on the growing demand for take-out foods and safe, contact-less delivery options.

## Impact

The goals of the campaign were two-fold: to build awareness around the new menu item and drive conversion volume. The results were solid:

- The campaign doubled click-thru volume
- Cost per acquisition (CPA) reduced by 50%
- Consumers who clicked on the native ads had a 162% higher probability of converting.
- 15% of consumers who were exposed to the Audience ads were also more likely to search for branded queries on Bing.com
- In-Market Audiences generated the highest lifts in conversions

Havas Media internal data, 2020.

Microsoft Advertising. Intelligent Connections.