

“Microsoft Advertising Search Partners bring low-cost quality traffic which increases the reach and conversions for our clients.”

Dan Lezcano,
Head of Search, Infoserve

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Microsoft Advertising
Search Partners added

200%

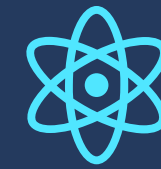
Additional conversions
on average to Infoserve
clients



Search Partner traffic
reduced CPCs

20%

On average for
Infoserve clients



Infoserve clients have
experienced a

22%

Increase in Return on
Ad Spend as a result of
this optimisation



Infoserve and MatchCraft bring performance at scale to SMBs

Digital marketing agency Infoserve helps small and medium businesses across the UK manage their online presence. Infoserve’s business model is built on how efficiencies can be created through automation to scale solutions.

This reliance of technology to scale means that Infoserve take a holistic view to product strategy, prioritising those that have the greatest benefit for the entire client base. The agency collaborates with bid management platform MatchCraft to automate at scale. As Dan Lezcano, Infoserve’s Head of Paid Search explained, scalability is Infoserve’s greatest strength: “It is thanks to scalability that we can lower the barrier to entry to the paid search market. For many of the businesses we work with, marketing with Microsoft Advertising would be impossible for them to achieve on their own.”

Microsoft Advertising Search Partners boost online reach

In February 2020, Infoserve was looking for new ways to expand the volume its clients receive from Microsoft Advertising whilst keeping costs down. With the benefit of affording more granular control than with the Google Display Network, Microsoft Advertising Search Partners offered a perfect blend of scale and control.

“Now we can go in at a campaign level and remove poor performing sites, it is a great help to improve the efficiency of the network as a whole, whilst at the same time bringing in low-cost quality traffic which increases our reach and conversions,” said Dan.

Between February and June 2020, Search Partners reduced the average cost-per-click (CPC) across all Infoserve clients by 20%, and average conversions tripled year-over-year. “The Infoserve-Microsoft-MatchCraft partnership has proven to be very effective in, enabling us to deliver conversion rates above the industry average. The collaboration has been fantastic, something that our clients have benefited greatly from,” concluded Lezcano.



Infoserve internal data, February to June 2020

