



Auto bidding allowed  
Lesfurets to drive

**187%**

Increase in clicks year-  
on-year



Target CPA and  
eCPC delivered

**182%**

More conversions  
year-on-year



Average CPC went up  
by

**37%**

But was offset by the  
high rate of conversions



## Rebalancing the traffic mix between Google and Microsoft Advertising

Lesfurets is a leading household finances aggregator in France. The acquisition team was looking for inspiration to drive more quality leads to its website. After some analysis they noticed that the mix of traffic was heavily skewed towards Google, and that time invested in optimising Microsoft Advertising campaigns was very low.

With advances in Microsoft's auto bidding strategies, Lesfurets began testing enhanced cost per click (eCPC) and target cost per acquisition (CPA) strategies to rebalance its traffic mix and increase overall acquisition.

## Creating efficiency with automated bidding strategies

Automated bidding strategies were highlighted as a simple but important implementation to improve account performance.

After a slow start and initial spike in CPA, the algorithms adjusted to the account parameters and began to optimise efficiently. "The key factor utilising these auto bidding strategies is patience. If it doesn't work in one week it needs to have more time and you cannot make radical changes if the machine learning period is not over," said Digital Acquisition Manager, Ambre Savidan.

Four weeks after implementation, Ambre's patience paid off. The CPA on the accounts started coming down significantly and led to a doubling of conversions for Lesfurets.

As a result of implementing target CPA and eCPC, Lesfurets saw clicks increase by a massive 187% and conversions go up by 182% year-on-year (June 2019 – June 2020). The average CPC has also risen by 37%, but this cost increase was more than offset by the performance and high rate of conversion.

Clément Bécaud, Head of Acquisition at Lesfurets was impressed with the results: "Microsoft Advertising has become a game changer from an acquisition perspective."

**"The key factor utilising these auto bidding strategies is patience. You cannot make radical changes if the machine learning period is not over. But the results are worth the wait."**

Ambre Savidan,  
Digital Acquisition Manager, Lesfurets

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Lesfurets account data, June 2019 to June 2020.

