In-market audiences delivered

9%

Increase in CTR for Mediaveille

The conversion rate also improved

13%

after implementing in-market audiences

As a result ID market now receive

3%

of its total revenue from in-market

Targeting customers efficiently on Microsoft Advertising

Mediaveille is a specialist acquisition and conversion agency based in Rennes, France. The agency had been growing its customer's account, ID Market by focusing on the basics of account management and optimisation. However, at the beginning of 2020 the client was looking to grow more aggressively and so Mediaveille started planning for an integrated audience strategy which would target ID Market's core customers with more precision in search advertising.

Plug-and-play with In-market Audiences

"We hadn't really needed to develop an audience strategy as the account was already growing healthily with our core optimisations," said Alex, Account Manager at Mediaveille. "But when we saw that Microsoft Advertising was releasing in-market audiences, we thought this would be an easy first step which we could implement to reach new levels of performance and benefit the client."

The main benefit of in-market audiences that appealed to Mediaveille was its simplicity. Unlike some audience targeting products, in-market does not require any tagging or cookie pools to start delivering results. Mediaveille started by opting into all available audience segments with a +15% bid modifier. Bids were then adjusted in-line with performance. For high performing audience segments Mediaveille increased the bid modifier up to 20% and for poor performing segments, the modifier was reduced, or the segment was excluded from the campaign.

After five months or testing and refining, in-market audiences is now a core part of the ID market search strategy. Between January and May 2020, in-market audiences increased ID Market's CTR by 9% and conversion rate by 13% compared to standard campaigns. In total, in-market audiences accounted for 3% of the client's total revenue, which contributed, alongside other optimisations to an overall 133% increase in sales.

> **"In-market audiences was super easy to use and is a very plug-and-play product to implement. We were generating revenue in a very short period of time and the increase in conversions makes this a very strong product for any customer."**

Alex Rousval,
Account Manager, Mediaveille

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Mediaveille internal data, comparisons between in-market audiences and standard campaigns between January and May 2020.