



"Paid search is an integral channel to help capture in-market consumers irrespective of which stage they are at in their purchase journey. Microsoft Advertising helped us navigate through this path with the use of their advanced audience targeting features leading to a better performance.

-- Robin Stafford Head of Search, Telstra



Cost per Acquisition
-51%



The LinkedIn remarketing lists were the most effective campaign program delivering an impressive 700% increase in conversions month over month (MoM).

+700%



Telstra drives broader network connections.

[Telstra](#) is Australia's leading telecommunications and technology company, offering a full range of communication services including mobile service, internet plans, and entertainment packages. Every year, Telstra sets firm sales targets for its marketing initiatives. Performance is evaluated based on sales volume and cost efficiency.

For Telstra, the search channel is utilized as a lead or order-generating channel. In partnership with their full-service digital agency, [Resolution](#), Telstra set out to increase customer orders derived from their online channels.

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- [In-Market](#) audiences delivered a 5.6% increase in clicks and a 2% increase in conversions MoM (month-over-month).
- Brand campaigns drove a 51% lower Cost per Acquisition (CPA), and strong YoY (year-over-year) return on advertising spend (ROAS) at 3,826%, compared to campaigns on other platforms.



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