



"Search is a good way to drive conversions because it has such high intent. You can find keywords specific to what someone could be looking for and target those. It's about finding people who are interested in different types of investing and making sure they get content that could most benefit them and is tailored to their interests."

- Danny Delaney, channel manager at The Motley Fool



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The Motley Fool considers its relationship with Microsoft Advertising a true partnership — one that continues to grow over time.

Reaching new audiences, driving conversions and achieving consistently strong **Return on Ad Spend**.



The Motley Fool unites purpose with performance

[The Motley Fool's](#) mission is to make the world smarter, happier, and richer. It aims to do all that by providing outstanding business and investing advice — with a decidedly Foolish bent.

The Motley Fool understands that growing its membership involves more than just creating effective content — it is about delivering quality content to the right people at the right time with the help of paid search. The company also realized an opportunity in search engine marketing (SEM) amid a pandemic, discovering a higher volume of consumer interest in its products. As a result, 2020 was one of the strongest years for The Motley Fool and its best year of digital advertising yet.

In line with its purpose, the company is in the process of launching [The Motley Fool Foundation](#), a public charity that aims to make financial freedom more accessible for all.

The Motley Fool's partnership with Microsoft Advertising has helped further its goals, especially when it comes to running campaigns, reaching new audiences, and increasing conversions. The company used the Microsoft Advertising [Keyword Planner](#) tool, the [Microsoft Audience Network](#) along with [in-market audiences](#) and [remarketing](#) to boost conversions.

That success has translated into a consistently strong return on ad spend (ROAS), with Microsoft Advertising becoming an important component in The Motley Fool's advertising strategy. "Microsoft Advertising has become one of our top advertising platforms in terms of how much scale and return on ad spend we achieve," Delaney says.

Source: The Motley Fool Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.