



"The success of this product has definitely moved the Microsoft partnership up the digital agenda for some of our clients."

- David McDiarmid, Head of Media, Digitas UK



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MSAN provided cheaper impressions and clicks than standard display ads

10-55%



MSAN delivered higher CTR than standard display ads

7X



The Microsoft Audience Network delivers strong results for Digitas

Digitas is the Connected Marketing Agency, built on the principle that there are better ways for brands to connect with people and people with each other. Ever keen to be at the forefront of digital innovation, Digitas have been strong proponents of the Microsoft Audience Network (MSAN), and through extensive experimentation have delivered exceptionally strong results for some of their biggest clients.

Being agile in the digital ecosystem

David McDiarmid, Head of Media for Digitas UK leads a team of digital experts that constantly look for new ad formats to test. "We don't do innovation for the sake of innovation. But the digital ecosystem changes that quickly that you must have that agile, always-on, testing mentality to figure out what's going to work. Our push to be more audience focussed and use richer, more engaging assets was a big factor in wanting to try MSAN," explained David.

Performance above and beyond standard display

During the course of testing across multiple client accounts, Digitas found that MSAN consistently performed above benchmarks from other display and native networks. Cost for impressions and clicks range from 10% to 55% cheaper than standard display ads. When combined with more granular audience targeting features like in-market audiences, MSAN performed even better, with one Digitas client experiencing a seven-fold increase in CTR compared to standard display activity.

Digitas Internal Data, March 2021.

[Microsoft Advertising. Intelligent Connections.](#)