



Offline conversion import
reduced cost-per-
appointment (CPA)

31%



More actionable data meant
lead quality increased

21%



Agency optimises for 'real performance' with offline conversion import

Dutch performance agency [Happy Idiots](#), worked with aggregator client Finance Prospects to drive campaigns that would convert into appointments. For the Happy Idiots team, generating more clicks which converted to leads was not giving them the qualitative data they needed to assess how successful the campaign was in meeting the client's objectives.

Transformative for optimisation

Utilising offline conversion data enriched the analysis of campaign performance. By importing this data into Microsoft Advertising, it was then a simple task to overlay campaign performance with the offline [conversion tracking](#) signals and see which leads converted to a successful appointment. "This was transformative for our optimisation efforts. Suddenly we could see which campaigns were driving poor quality leads and which were the hidden gems to focus on," said Team Lead SEA, Erik van der Linden.

Improving efficiency with a cookieless solution

Using offline conversion import, the efficiency of the campaign improved dramatically. By optimising to the right data points, Happy Idiots achieved the desired number of leads whilst cost-per-appointment (CPA) was reduced by 31% and the lead quality increased by 21%. "We set out to solve a very specific problem for our client," said Erik, "but along the way we realised this might actually also solve for the challenge of advertising in a cookieless world."

"The impact of this goes way beyond efficient lead generation. The insight you can generate with all this data is amazing,"

- Erik van der Linden, Team Lead SEA, Happy Idiots



happy idiots



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