



"We saw cost-efficient audience impressions that drove site traffic. The pilot yielded high-quality performance based on cost efficiencies and site engagement data."

- Cliff Covey, Vice President of SEM & Emerging Media at CMI Media Group



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80%
lower CPC
than other platforms



More than
20 million
impressions



CMI Media Group delivers sweet results for oral health brand

CMI Media Group brings together the industry's best technology, data, and people to deliver exceptional results for the world's top healthcare, pharmaceutical, and life sciences companies. CMI Media Group's client, a global healthcare company, researches, develops, and manufactures pharmaceuticals and consumer healthcare products. Their client wanted to expand sales of its over-the-counter oral healthcare brand and reach more consumers in a cost-efficient manner.

To accomplish this goal, the CMI Media Group team needed to formulate an approach that their client's competitors hadn't yet tapped. So, the account team proposed targeting dental providers, a novel move for a conservative industry traditionally focused on direct-to-consumer marketing.

CMI Media Group approached Microsoft Advertising about piloting HCP targeting in the Microsoft Audience Network—a capability that had not yet been added to the platform. To enable targeting for the pilot, CMI Media Group provided use cases to Microsoft Advertising based on audiences they had used in search engine marketing.

CMI Media Group and their client couldn't be more pleased with the results. Since launch, the Microsoft Audience Network pilot garnered more than 20 million impressions, 127,811 clicks, and 2,401 conversions, yielding an impressive \$13.25 CPA, which is 24% lower than their CPA benchmark.

"The pilot showcases the value of our partnership with Microsoft Advertising and our joint commitment to innovation. We identified an opportunity for a product that wasn't available and provided use cases. Microsoft Advertising enabled the new functionality, and together we executed a successful pilot," says Cliff. He adds that, "This was true innovation resulting from strong partnership."

Source: CMI Media Group Internal Data, 2021.

Microsoft Advertising. Intelligent Connections.