Learn how ENGIE used target ROAS and Portfolio Bidding strategies to increase efficiency and return on investment

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Customer: ENGIE & Performics
Industry: Utilities
Country: France
Date: December 2021

Feature focus:
• Target ROAS
• Portfolio Bidding strategies

Impact:
ENGIE was able to increase conversions and return on investment with target return-on-ad-spend and portfolio bidding strategies.

+40% Increase in Conversions
+25% Increase in Conversion rate
+23% Increase in Impression share

“We are delighted with the results of portfolio bidding and target ROAS on Microsoft Advertising. The algorithms and our team optimised our accounts so quickly and so well, it has made us super-efficient which allows us to reinvest more in the platform in other areas.”
Benjamin Audoin, Head of Acquisition, ENGIE

Data source: ENGIE and Performics Internal Data, July to October 2021.
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