



Learn how Cupid Media has increased reach of high-value audiences with Microsoft Advertising



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Customer:
[Cupid Media](#)

Industry:
Retail: Online Dating

Country:
Australia

Date:
December 2021

- Feature focus:**
- [Automated bidding](#)
 - [UET Tag & Conversion Tracking](#)



Impact:

Using an internal machine learning-based model that predicts customer’s lifetime value, Cupid Media was able to better inform smart bidding, allowing them to expand their reach to highly valuable customers with Microsoft audiences.

-23%
CPAs

+10%
Revenue

+39%
ROAS

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“Microsoft Advertising has always been a really valuable acquisition channel for us and now, powered by smart bidding, it has reduced the resources required to manage it while drastically improving the results we’re getting from it.”

Matthew Gatley, Senior Digital Marketing Specialist, Cupid Media



Data source: Cupid Media Internal Data, 2021.

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