



Staysure™ Expat

MERKLE

Staysure uncovers new audiences with Microsoft Advertising



94%

Higher click through rate.¹



111%

Higher conversion rate.¹



5%

Overall increase in conversions.¹

1. Staysure internal data, comparing LinkedIn Profile targeting to standard text ad campaigns. August to December 2019.

Microsoft Advertising. Intelligent connections.



“I was shocked by how strong the performance was of LinkedIn Profile targeting. For the conversion rate to be significantly higher than even our previous website visitors was very surprising.”

Georgina Hurst
Account Senior Manager Digital Delivery
Merkle

