



50%

of AAG's account volume is driven by Microsoft Audience Ads.



20%

of AAG's SEM channel lead volume comes from Microsoft Advertising search solutions.



Microsoft Advertising solution:

Microsoft Audience Ads
Universal Event Tracking (UET)
In-market audiences



Extending search campaigns with Microsoft Advertising

American Advisors Group (AAG) is a lead-generation mortgage lending company founded in 2004. The business has grown into a national firm with 1,200 employees. It takes a lot of strategic thinking to continue this kind of growth — that's where Vivian Dang, Senior Director of Marketing Analytics, comes in. "We're evolving our business model to be more efficient so we can expand further," she says. "We're developing a campaign strategy that helps generate leads and growth."

Solution

AAG has been extending its search campaigns with Microsoft Audience Ads, In-market audiences and Universal Event Tracking (UET) since October 2017. The volume from Microsoft Audience Ads is already over 50% of the entire account. AAG is also pivoting its approach to targeting a more relevant audience, even outside of search. "We aim to be present during two critical, high user intent micro-moments: 'I want to do' and 'I want to know,'" Dang explains. "Microsoft Audience Ads has allowed our business to be in front of tens of thousands of users with minimal setup time. It's given us the opportunity to target the right people at the right moment and generate more qualified leads." The company's cost per lead (CPL) is 75% less with Microsoft Audience Ads than their regular search CPL. The In-market audiences feature has given deeper visibility into the performance of different audience segments and provided an additional layer of targeting, allowing laser-focused budgeting on sub-segments that are producing leads efficiently.

"We're utilizing Microsoft Audience Ads for its broad reach, to help educate users and move them through our marketing funnel. We aim to be present during two critical, high user intent micro-moments: 'I want to do' and 'I want to know.'"

Vivian Dang
Senior Director of Marketing Analytics



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Source: [AAG](#) internal data, 2018.

