



BuyerZone achieved a

20%



profit increase on top of traditional search¹

75-80%



decrease in CPCs¹

Microsoft Advertising solution:

Microsoft Audience Network

In-market audiences



BuyerZone and Microsoft Advertising : Connecting buyers and sellers

[BuyerZone](#), a service of Business.com, provides a platform for connecting businesses that are interested in purchasing office wares with hand-selected sellers.

BuyerZone became one of the earliest adopters of the [Microsoft Audience Network](#), first testing it as a closed beta participant. The company targets audiences on the network with [In-market audiences](#).

BuyerZone has seen a 1,700% increase in impressions with the Microsoft Audience Network over traditional search.¹ As for revenue, the Microsoft Audience Network brought in upwards of 20% profit on top of what the company's search campaign is already earning.¹

“Our main goal and key performance indicator is to drive as many conversions as possible into leads and monetize them. From what I've seen, almost every single conversion we've gotten from the Microsoft Audience Network has converted into a lead, which is amazing.”

Alan Barish
Senior Online Marketing Analyst, BuyerZone

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1. [BuyerZone](#) internal data, 2018.

