

MandM Direct gets closer to customers with Microsoft Advertising In-market Audiences



+24%
Click-through rate¹



+3%
Conversion rate¹

1. MandM Direct Account Data, 2019.



"We've had quite a lot of joy with the travel audiences. Our thinking here is, if someone's booked a two-week holiday somewhere sunny, it makes sense that they might also be looking to update their summer wardrobe."

Bill Davies,
Digital Marketing Manager, MandM Direct

