

MandM Direct re-engages valued customers with Microsoft Advertising Product Audiences



-40%
Cost-per-acquisition¹



+72%
Return on advertising spend¹



+68%
Conversion rate¹

1. MandM Direct Account Data, 2019.



“It took a little time to get implemented, but it was worth it as the benefits to performance were almost instant.”

Phil Twigg,
Head of Acquisition, MandM Direct

