

# MandM Direct re-engages valued customers with the Microsoft Audience Network feed-based ads



**-66%**

Cost-per-acquisition<sup>1</sup>



**+130%**

Return on advertising spend<sup>1</sup>



**+2%**

Incremental conversions<sup>1</sup>

1. MandM Direct Account Data, 2019.



“This is all about increasing our coverage and serving people with relevant ads wherever they are on the net.”

**Phil Twigg,**  
Head of Acquisition, MandM Direct

