



## Summary

As more and more people are working and studying from home in Italy, Microsoft wanted to showcase its new Microsoft Complete Protection plan. The tech giant had a precise target: students and families interested in buying a new personal computer.

Partnering with Ogury, Microsoft and its media agency iProspect were able to reach the right audience with impactful CPC multi-format ad campaigns that lifted brand awareness.

## Facts

4.6% CTR

45.6% above benchmark

90.8% Viewability

6.4% above benchmark

## Challenge

Microsoft wanted to showcase its new Microsoft Complete Protection plan, but it needed the right tech partner to find the most precise audience, drive awareness and retarget engaged users.

Ogury helped Microsoft and iProspect to deliver effective CPC multi-format campaigns to students and families looking for a new computer on the main online marketplaces such as Amazon, Euronics, Mediamarkt and Unieuro. While generating brand awareness, Ogury re-engaged the mobile users who interacted with Microsoft's ads.

## Solution

Ogury built a customized strategy to meet Microsoft's needs.

Thanks to Ogury Active Insights, Microsoft was able to leverage reliable mobile user and behavior data to identify the four audience clusters it wanted to reach: high and low spending students and families interested in buying personal computers at brick and mortar stores and online marketplaces.

Ogury User Engagement was also used to create a series of CPC campaigns to deliver the advertising to these audiences. Ogury re-engaged the users who clicked on the ad with multi-format creatives (full-screen, MPU and banners), enabling them to get more information about the new Microsoft Complete Protection plan.



## Results

This bespoke strategy, including the accuracy of the audiences identified and engaged, made this campaign a success, exceeding Microsoft's KPIs. Thanks to the multi-format solution, the campaign achieved 4.6% CTR, 45.6% above benchmarks, and 90.8% Viewability, 6.4% above benchmarks.

“The ability to meet our needs, identify, reach and attract our ideal audience, confirmed Ogury as an important and strategic partner for us, campaign after campaign. Its unique mobile user and behavior data and the strong targeting technology were exactly what we needed. For this reason, we chose Ogury as the only provider for the Microsoft Complete Protection plan campaign in Italy.”

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