FINANCE CASE STUDY

Local Credit Union: **Reaching Beyond Google**

How Microsoft Advertising expanded reach and brought in quality leads.

OVERVIEW

Client
Local credit union

Campaign length
Four months

Geography
Western U.S.

Total investment
$11,200

Products used
Microsoft Advertising (Bing)

OBJECTIVE

Expand reach and improve the quality of leads.

184
conversions from a new search audience.

STRATEGY AND SOLUTIONS

The credit union was already advertising on Google. We recommended adding **Microsoft Advertising** to reach searchers on Bing and Microsoft's partner network, people their Google ads weren't reaching.

We set up **conversion tracking** focused on form submissions, so we could measure exactly how the ads drove real interest and engagement.



RESULTS

3.9%	184	1.8%
click-through rate	conversions	conversion rate

- **New audience:** reached searchers outside of Google.
- **Measurable:** every form submission tracked back to the ads.

> **Only advertising on Google?** Microsoft Advertising can reach customers you're missing. Let's talk.

Results from a single advertiser; individual results vary.