

11880 Internet Services

Technology and Communications

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7x Growth in revenue with Audience ads

25% Higher conversion rate

Audience ads

How 11880 Internet Services achieved a 7x growth in revenue Microsoft Advertising

The goal

11880 Internet Services, a German software and internet company that offers online marketing products, is dedicated to helping small and medium-sized enterprises in the B2B sector to be findable and successful online.

In early 2023, with the guidance and support of the Microsoft Advertising team, 11880 Internet Services chose to venture into new territory. They began creating Audience ads on the Microsoft Advertising Network, setting a clear objective: to activate nearly 1200 accounts while maintaining a performance that is competitive with search.

“We achieved significant reach with exceptionally strong CTRs.”

Wolfgang Eggert

Head of Paid Ads & Content Creation
11880 Internet Services AG

The solution

With the goal of achieving broad reach while maintaining an above-average click-through rate (CTR) at an efficient costs, 11880 Internet Services looked to Microsoft Advertising to test into Audience ads.

With [Audience ads](#), they were able to access an extensive array of potential target audiences perfectly aligned with their client's offerings. Through precise targeting, they ensured their ads were served to the right users, significantly enhancing their campaign performance.

What particularly impressed them was that their ads captured customer attention and generated a high level of interaction. This heightened level of engagement directly translated into results.

Moreover, they were pleasantly surprised by the efficient costs enabled by Audience ads across premium placements. This allowed them to efficiently scale their campaigns.

Overall, they were extremely satisfied with their decision to utilize Audience ads. The combination of broad reach, high engagement and efficient costs, has contributed to effectively achieving their marketing objectives and boosting the success of their campaigns.

The results

From January to October 2023, 11880 saw almost a 7x growth in revenue. This was achieved while maintaining a performance comparable to search results. With Audience ads, they were able to effectively grow revenue and increase engagement—all at a lower cost.

17%

Lower cost per acquisition



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