

Movistar

Tech & Telco

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Audience Ads

Movistar boosts brand reach in Colombia with Audience Ads on Microsoft Advertising

The goal

Movistar, a giant in the telecommunications industry, aimed to increase market share and fortify brand presence through digital channels.

Their objectives were to increase customer acquisitions while reducing costs and maximizing budget efficiencies. This strategic plan sought to increase sales and client retention ensuring an efficient return on investment.

The solution

By developing robust audience campaigns, Movistar boosted the number of lead acquisitions across various Microsoft O&O properties as well as its 3P publisher networks.

The implementation of this solution contributed to strategic brand positioning in the market and led to incremental growth of conversions from Q1 to Q2 2024. This growth was accompanied by an increase in click-through rates while maintaining CTR stable costs per clicks.

"Audience campaigns complemented our marketing strategy, delivering incredible results, the performance was notorious in an escalated growth of conversions and acquisitions. It's a real outstanding format to keep within digital marketing planning"

Diana Corredor Issa
Media Manager
Movistar Colombia

The results

The telco saw a 374% increase in conversions in early 2024, allowing it to scale investment, maintain performance, boost conversions, spend efficiently, and strengthen its industry presence.

+374%

Increase in conversions

+105%

Variation in conversion rate

+127%

Increase in absolute click response



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