

WORX

Increases quality leads by 420% through intent-driven advertising



The goal

[WORX](#) is an award-winning digital branding and marketing agency that helps companies increase awareness and earn more valuable leads through strategic campaigns and creative execution. The agency earned the [2025 Microsoft Advertising Partner Product and Innovation Award](#) for its use of AI-driven audience signals and [Performance Max \(PMax\)](#) to create a more intent-driven approach to lead generation.

The partner recognition stemmed from a challenge many agencies face in competitive markets. Traditional keyword-led optimization alone was no longer delivering the efficiency or lead quality needed to achieve growth goals. Using PMax, WORX developed a strategy based on user intent and behavioral signals instead of relying primarily on manual optimization. The approach helped clients uncover new demand and improve campaign efficiency.



The solution

The WORX team developed a more flexible campaign strategy that could respond to audience behavior and performance trends in real time.

They used the following PMax capabilities to get there...

- **Predictive targeting:** Combined content and audience signals unlocked new, high-converting audiences.
- **First-party data:** The team used CRM data integration to improve attribution and performance by combining in-market signals with internal data.
- **Automated bidding:** Real-time bid adjustments enabled the team to maximize clicks and conversions while staying within budget.
- **Dynamic creative optimization:** The team built and optimized ads in real time to match the right creative with the right audience.

The results

420%

Increase in quality leads YOY

77%

Decrease in cost per acquisition

43%

Higher H2 lead volume