

# Wriggle Marketing

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## Overview

By transforming Microsoft Advertising from an optional add-on into a core onboarding pillar, Wriggle created a scalable, repeatable growth engine—driving innovation, revenue diversification, and measurable client value from day one.

## The goal

Wriggle Marketing set out to diversify client media investment and reduce reliance on a single dominant advertising platform. The goal was to introduce Microsoft Advertising as a core growth channel for new clients—while clearly demonstrating its differentiated value in reach, targeting, and return on investment from the outset.

*"Our focus is long-term, sustainable growth. Microsoft Advertising lowers costs and improves lead quality, and LinkedIn Profile Targeting helps us reach the right decision-makers, driving high-intent conversions efficiently."*

**Dion Williams**

Head of Paid Search, Wriggle Marketing

## The strategy

Wriggle partnered closely with Microsoft Advertising to embed the platform directly into its new-client onboarding framework. By combining education, data-driven targeting, and AI-powered solutions with joint go-to-market execution, Microsoft Advertising became a standard part of every new client launch.

### Key elements included:

- AI-powered audience targeting and automated optimization to drive efficiency at scale
- LinkedIn profile targeting to reach high-value professional audiences with precision
- Multimedia Ads to strengthen creative impact and engagement
- Joint enablement with Microsoft Advertising, including workshops, webinars, incentives, and hands-on optimization support

## The results

- 83% Microsoft Advertising adoption across all new clients, surpassing and nearly doubling the original 50% target.
- Diversified media investment and expanded revenue opportunities.
- Delivered early performance wins that reinforced long-term adoption.

83%

Microsoft Advertising adoption across new clients.



## Ready to get started with us?

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