



Microsoft leveraged Ogury's Personified Advertising approach to drive awareness of its Complete Protection Plan with a niche audience



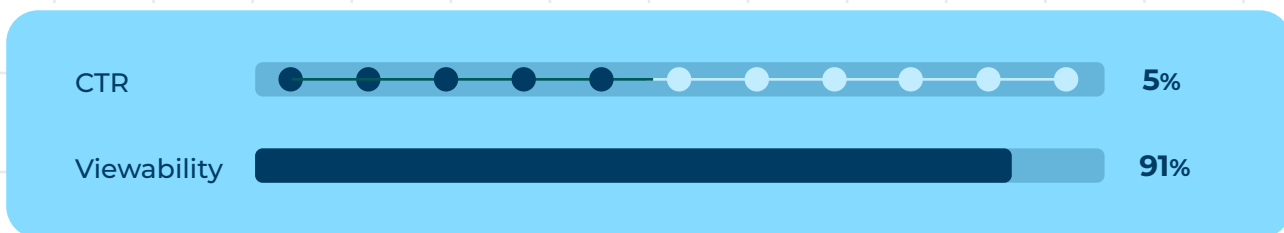
Situation

As more and more people are working and studying from home, Microsoft wanted to drive awareness of its new Microsoft Complete Protection plan. The tech giant had a precise target: students and families interested in buying a new personal computer.

Ogury Solution

- Ogury built a solution specifically for Microsoft's needs. Leveraging Ogury's exclusive data and Personified Advertising technology, Microsoft was able to reach this niche audience with its relevant creative messaging.
- Leveraging CPC multi-format and high impact creatives including full-screen, Ogury delivered industry-leading performance for Microsoft by enticing users to gather more information on the new Complete Protection plan.

Results



“The ability to meet our needs, identify, reach and attract our ideal audience, confirmed Ogury as an important and strategic partner for us, campaign after campaign. Its unique mobile user and behavior data and the strong targeting technology were exactly what we needed.”

Microsoft
Michele Fazio
 Windows
 Category Manager,
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