



# Achieving targeted engagement at scale

How Microsoft uses LinkedIn Audience Network in Australia to drive engagement with precise audience segments



Microsoft

Location: Redmond, Washington | No. of Employees: 10,000+ | Industry: Computer Software



We gravitate towards social platforms like LinkedIn to achieve more targeted marketing engagement. However, we know that our audiences don't spend all their time on social media. LinkedIn Audience Network enables us to expand our reach to trusted sites while still respecting our audience targeting. This increases the impact of our advertising."



Broc Munro, Social & Digital Lead for Australia, Microsoft

When Microsoft Australia combined LinkedIn feed activity with LinkedIn Audience Network, it recorded:

LinkedIn Audience Network

+90%

higher CTR

-65%

lower CPC

Results are comparative to LinkedIn feed activity only

[Find out how LinkedIn Audience Network can help you grow your reach across Australia safely, accurately and efficiently](#)

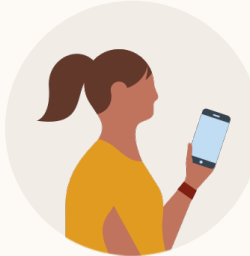


# How Microsoft does it



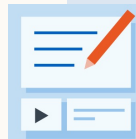
## Targeting broadly to reach the full buying committee

Moving away from a traditional targeting strategy that focuses solely on IT and business decision makers, Microsoft recognises that the B2B technology buying committee is now larger and more diverse. It has begun to broaden its targeting strategy to engage different members of the buying committee.



## Delivering nuanced marketing messages in the right contextual environment

As it tailors its outreach to different audience segments with more nuanced messages, Microsoft activates LinkedIn Audience Network to scale its reach, engaging the same audiences even when they leave the LinkedIn platform.



Microsoft uploaded a custom block list to ensure that its messages are only delivered on brand-approved sites and in the right contextual environment.



## Optimising frequency in a brand-safe manner

With LinkedIn Audience Network supplementing its marketing efforts on the LinkedIn platform, Microsoft has been able to consistently engage its precisely-defined audience segments, even when they visit other sites and apps.



LinkedIn Audience Network has also helped improve budget efficiency, representing 9% of its campaign spend but accounting for 22% of total clicks.



## Exploring more use cases

Pleased with its early results, Microsoft is now keen to understand when and where to activate LinkedIn Audience Network for optimal results. As LinkedIn Audience Network is best suited for driving awareness, website visits and video views, the company is exploring the possibility of using it as part of a full-funnel strategy to prime audiences before retargeting them with personalised Message Ads for lead generation.



[Learn more about LinkedIn Audience Network](#)