



Microsoft

CASE STUDY

Microsoft Drives 133% More Overall Customers with the RevJet Marketing Creative Platform

5x More Conversions for Office 365 with no additional media spend

Microsoft's US Centralized Marketing Organization (USCMO) is the team responsible for centralized marketing support for their commercial brands. The team drives campaign strategy, execution and optimization by working with their creative DSPs and creative agencies.



"The RevJet Marketing Creative Platform makes communication seamless and enables fast, easy, and efficient collaboration both within marketing teams and between marketers and their creative agencies."

- Diana Choksey, Media Technology and Ad Operations Lead

Diana Choksey, Media Technology and Ad Operations Lead, is always on the lookout for technology that can empower their organization to market more effectively. "We needed a truly comprehensive platform that would streamline complex workflows, provide a clear window into how creative is performing, and help us run better-performing campaigns," said Choksey, "And that's exactly what we found in RevJet." The RevJet Marketing Creative Platform was the only solution that met their needs, and, once the team began running creative experiments, they saw creative performance increase almost immediately.

8

WEEKS

27

LAUNCHED TESTS

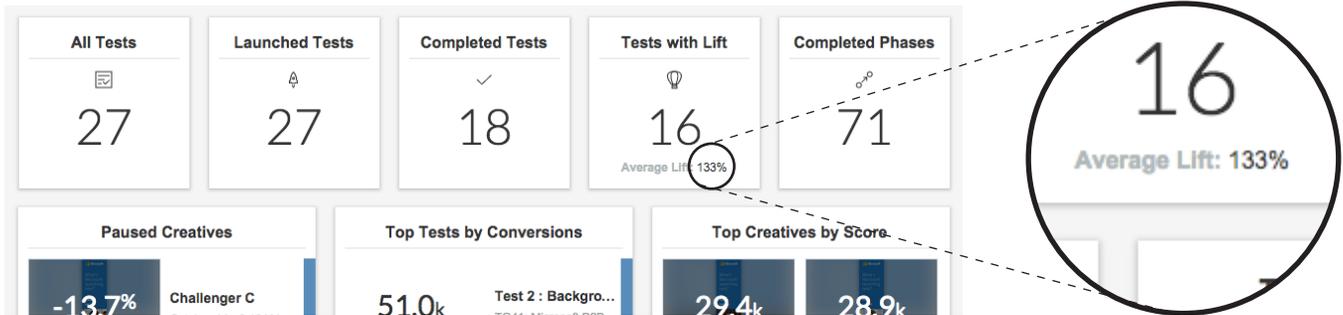
18

TESTS COMPLETED

133%

AVERAGE LIFT

Initially, the team only intended to run one experiment, but after such impressive early results, they chose to expand on that initial foundation. After just eight weeks on the Marketing Creative Platform, the team had launched 27 tests and completed 18. Of the 18 completed tests, 16 resulted in performance improvements. Across all tests, the team was able to generate an average lift of 133% – experiments run through RevJet more than doubled the number of customers acquired without spending an additional penny on media.



In addition to driving more customers, RevJet serves as a central management system for all their display ads, streamlining workflows with multiple DSPs and creative agencies, and changing the organizational culture, to one of high-velocity experimentation.

THE FIRST EXPERIMENT: MICROSOFT TESTS THEIR FIRST HYPOTHESIS

Microsoft’s first ad concept focused on collaboration between students. The theory was that ads showing students collaborating together while using the product would outperform general student lifestyle images. In the first test, the winner was not a collaboration ad, but rather a lifestyle ad showing an image of an individual student. **This ad performed 89% better than the expected winner.**



SPOTLIGHT ON

Microsoft’s First Campaign with RevJet

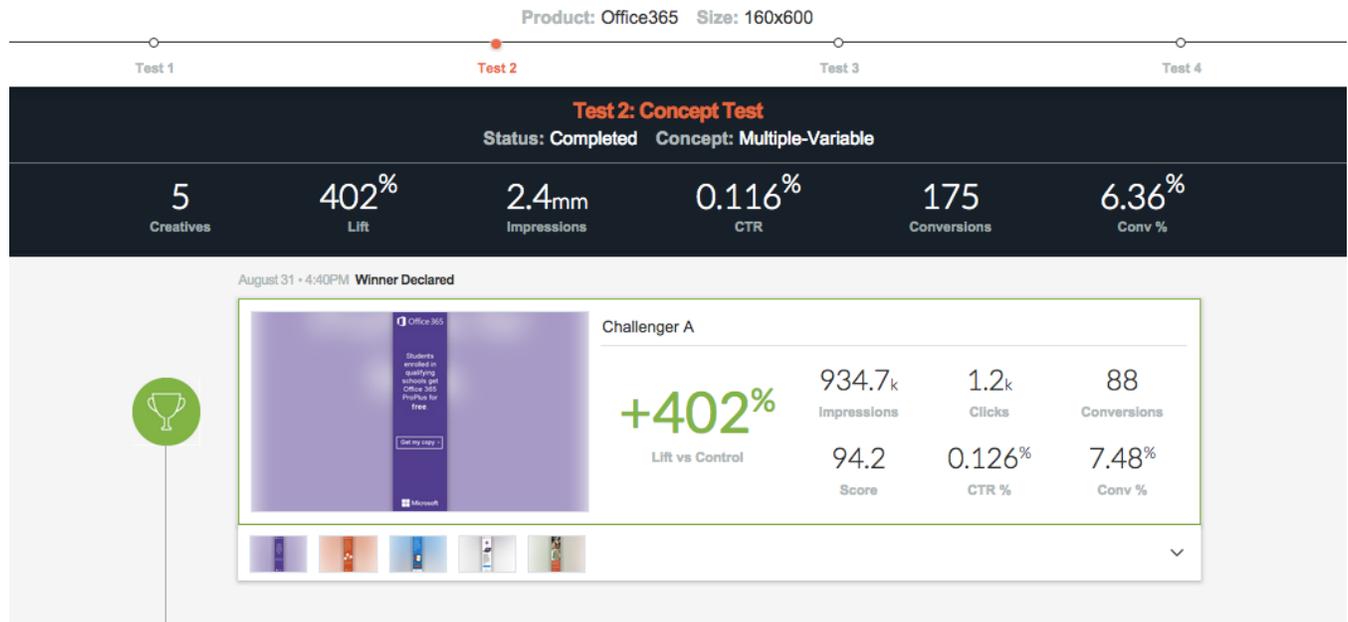
The first campaign the team ran using RevJet featured Office 365, targeting students.

PRODUCT: Office 365

AUDIENCE: Students

THE SECOND EXPERIMENT: 5X THE CONVERSIONS WITH NO ADDITIONAL MEDIA SPEND

For Microsoft’s second test, they experimented with even bigger changes. They developed concept experiments with creatives that mapped to their brand identity. After launching a test with five dramatically different concepts, a new winner emerged. The new winner performed more than 400% better than the winner from the first experiment—driving five times the number of conversions, without increasing media spend or changing any other parameters.



“I love RevJet’s heatmap technology! It literally shows you where someone clicked on an ad, and you can see which clicked areas resulted in conversions.”

- Diana Choksey, Media Technology and Ad Operations Lead

“The RevJet Operating System is the first truly comprehensive marketing creative platform built to facilitate effortless creative experimentation at its very core.”

- Grad Conn, CMO Lead, Microsoft US

