

# BBVA Mexico

Finance

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## Search, Copilot in the Microsoft Advertising platform

### BBVA Mexico Boosts Conversions with Copilot-Powered Brand Campaigns

#### The goal

With a strong presence in over 25 countries, BBVA is one of the world's leading financial institutions. In Mexico, it holds the distinction of being the country's largest bank, known for its scale, digital innovation and customer-first approach. As part of its ongoing digital transformation, BBVA Mexico set out to accelerate product acquisition and drive qualified B2B leads through performance channels. In a competitive digital banking landscape, the challenge was clear: how to reach the right users, at the right moment, with the right message.

#### The solution

To meet this goal, BBVA Mexico activated a dedicated brand search campaign on Microsoft Advertising. The strategy focused on maximizing impression share for high-performing branded queries, while A/B testing Copilot-generated ad assets identify top-performing creative combinations. Continuous keyword and bid optimization ensured the campaign remained both efficient and effective.

"Working with Microsoft Advertising has helped us strengthen our digital acquisition model, especially across SME-focused products. We've seen a strong return on brand campaigns and a very agile testing environment."

**Viridiana Hernández & Alberto Herrera Fierro**  
Digital Sales Marketing Specialists  
BBVA Mexico

#### The results

The results spoke for themselves. Between October 2024 and January 2025, BBVA Mexico achieved a 40% increase in conversions, a 45% decrease in cost per acquisition, and a peak return on ad spend (ROAS) of 99x - positioning Microsoft Advertising as a high-value, low-competition channel within BBVA Mexico's media mix.

40%

Growth in conversions during the campaign period

99x

Peak ROAS during the campaign's most efficient month

45%

Decrease in CPA compared to the initial test phase



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