

Cybernews

Cybersecurity

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Smart Bidding

Precision, performance, and scale: Cybernews' strategic advertising journey

The goal

Cybernews is a digital media outlet focused on cybersecurity news, research, and product reviews. As their product portfolio expanded, the team needed to drive more high-quality conversions while keeping performance and budget efficiency in check. To meet this challenge, Cybernews partnered with Aleph Group, Microsoft's official partner in the region, to build a full-funnel PPC strategy using Microsoft Advertising. The approach combined Smart Bidding with high-accuracy offline conversion data to optimize toward meaningful outcomes..

The solution

To drive meaningful results, Cybernews and Aleph Group restructured their campaign strategy for greater efficiency and precision. They consolidated fragmented campaigns to improve signal strength and focused budget and bidding on top-performing segments, clarifying which audiences were converting. Advanced segmentation and Microsoft Advertising's targeting tools helped reach high-intent users researching cybersecurity. Smart Bidding, powered by offline conversion data, optimised for key business actions. AI-driven strategies adapted in real time to market signals, while internal alerting systems and PPC tools kept campaigns agile and responsive.

"Microsoft Advertising played a key role in our growth strategy. Their advanced, AI-powered bidding technology allowed us to scale efficiently, improve performance, and make smarter decisions across campaigns with greater confidence and precision."

Evaldas Balčius
Head of PPC
Cybernews

The results

This strategic approach laid a scalable foundation for growth - delivering the right message to the right users at the right time.

106%

increase in conversions – driven by precise targeting and smarter bidding.

6%

decrease in CPA – reflecting improved efficiency and cost control.



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