SUCCESS STORIES
Grammarly

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Audience campaigns

Grammarly rewrites campaign performance with an audience-first marketing strategy

The goal

The Grammarly team knew that connecting with their target audiences required more than just strong messaging. They wanted a brand strategy built around reaching the people most likely to click "buy." To refine their strategy *and* get more from their advertising spend while adhering to cost per acquisition (CPA) targets, Grammarly needed crystal-clear insights into what was working and what wasn't. That meant digging into how ads were influencing search behavior, how many people were visiting their site, and how many were converting. Equally important was identifying the audiences worth the investment, as well as where to pull back for efficiency.

The solution

Grammarly set out to reach a unique audience: people who don't just consume content, but create it, too. These "prosumers" are hybrid creators and decision-makers, often the hardest to reach throughout the ecosystem of working professionals.

Partnering with Microsoft Advertising enabled Grammarly to successfully tap into professional data across LinkedIn, Outlook, Bing, and more. This collaboration led to a brand strategy built on real-time insights and audience precision to connect with high-intent users in meaningful ways. Working as a unified team, Grammarly and Microsoft crafted a strategy that leveraged the unique audience intelligence of Microsoft Advertising Platform with recurring lift studies.

"Collaborating with Microsoft Advertising on lift studies has consistently helped us identify new opportunities for Grammarly. We draw on these study results to pinpoint the emerging audiences that we're confident will have an incremental impact on our business, whether through increased page visits or conversions. This approach has allowed us to enhance our targeting strategy and lower our CPA by 23%.."

Alex Chang
Display Marketing Manager
Grammarly

The results

More searches, visits, and conversions without overspending. By focusing on the right audiences and adjusting regularly, Grammarly unlocked stronger performance across key channels, including higher search activity, site visits, and conversion lift. Even better? The team walked away with a proven framework for future campaigns.

+42%
Search lift

+73%
Conversion lift

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