



Learn how Commerzbank used Universal Event Tracking to build more effective campaigns



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COMMERZBANK

Customer:

[Commerzbank](#)

Industry:

Finance

Country:

Germany

Date:

October 2022

Feature focus:

[Universal Event Tracking](#)

[Target CPA](#)

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Impact:

Commerzbank had reached a ceiling with how efficient they could be in search campaigns without proper tracking and performance analysis. After implementing Universal Event Tracking the company was able to test automated bidding features including target cost-per-acquisition which led to great results.

28%

Increase in leads

66%

Increase in conversions

8%

Lower cost-per-lead

“UET has given us deeper insights to segment our data and the nuanced view and granular control we need to be precise about our targeting to drive better results.”

Dominic Erdel, Senior Performance Marketing Manager, Commerzbank

Data source: Commerzbank Internal Data, July to September 2022

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