

# Movistar Argentina

Telco

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## Performance Max

### The goal

Movistar Argentina, part of the Telefónica Group, aimed to increase conversions through its online store in the highly competitive market for mobile phone sales. To lead this initiative, Movistar tasked its media agency, Havas Argentina, with running digital campaigns designed to drive more sales while simultaneously improving overall marketing efficiency and return on ad spend.

### The solution

To meet its growth objectives, Movistar Argentina, in partnership with Aleph, adopted Microsoft Advertising's Performance Max (PMax) campaigns.

This AI-powered solution enabled the team to automate bidding and targeting across Microsoft's full suite of advertising channels. By providing campaign goals, creative assets (such as images, headlines, and descriptions), and audience signals, Movistar leveraged Microsoft Advertising's AI to dynamically assemble and optimize ads in real time. The unified approach helped the brand maximize reach, engage high-intent audiences, and streamline campaign management.

"PMax campaigns helped us improve our advertising strategy, allowing us to reach a broader qualified audience and delivering effective results in sales volume and costs."

**Sofía Bustos**  
Digital Manager  
Havas

### The results

*The Performance Max campaigns delivered strong results for Movistar Argentina, helping the brand scale its digital sales while maintaining cost efficiency. By leveraging automation and broad channel reach, the campaigns significantly increased conversions and improved overall performance.*

*The results highlight the impact of a unified, AI-powered strategy in driving measurable business outcomes.*

**+61%**

*uplift in conversions in Q4 2024 compared to Q3 2024*

**+19%**

*increase in click-through rate (CTR) quarter-over-quarter*

**+64%**

*growth in sales in Q4 2024 from Q3 2024, achieved at the same cost per acquisition (CPA), as reported by the client*



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