

FullSphere

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Overview

FullSphere, a UK-based independent digital agency, integrated Microsoft Advertising into its client media strategies to diversify channel mix, improve efficiency, and unlock incremental growth.

The goal

FullSphere's clients were heavily concentrated on Google Ads, facing increasing competition, rising CPCs, and limited incremental reach. The agency needed a scalable solution to expand audience reach, improve cost efficiency, and deliver stronger performance without increasing overall media spend.

The solution

FullSphere implemented a phased approach to introduce and scale Microsoft Advertising, beginning with targeted pilot campaigns across select client accounts. The agency tested creative, keyword strategies, and audience segmentation, while leveraging the Microsoft Audience Network to expand reach and engagement. Campaigns were optimized using automated bidding and performance insights, and FullSphere partnered closely with Microsoft Advertising for strategic guidance, reporting, and ongoing optimization. This disciplined approach ensured performance validation before expanding Microsoft Advertising across its broader client portfolio.

"Our focus is long-term, sustainable growth. Microsoft Advertising lowers costs and improves lead quality, and LinkedIn Profile Targeting helps us reach the right decision-makers, driving high-intent conversions efficiently."

Adam Yates

Managing Director
FullSphere

The results

320%

Increase in Microsoft Advertising account adoption within six months

32%

Lower average CPC compared to Google Ads

2,150+

Incremental conversions generated across client accounts

70%

FullSphere clients now actively invest in Microsoft Advertising



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