

# Microsoft Advertising Customer Story



How Miracle Games was able to connect app developers with an audience that had high intent to download

## IMPACT



**25%**

More installs



**90%**

Lower cost per install  
than search ads



**6x**

Conversion Rate

## THE GOAL

**Reach a high intent audience to drive greater ROI for developers**

Miracle Games had a goal to reach more users that have a high intent to download a desktop app or game. Reaching this audience would allow them to drive higher ROI for the 3600+ app developers on their platform.



# THE SOLUTION

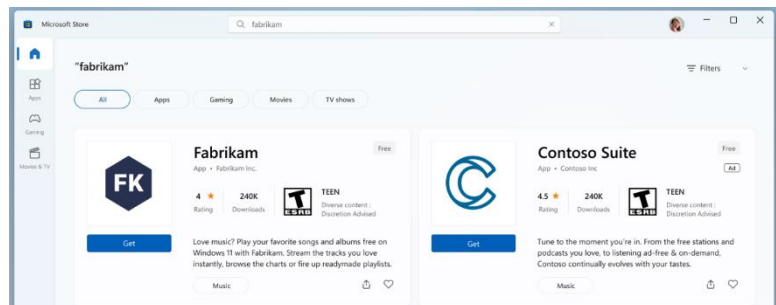
## Leverage Microsoft Store Ads to reach customers searching for related apps

To better serve their customers and reach their goals, Miracle Games began using the beta of Microsoft Store Ads. This new product allowed them to reach users searching the Microsoft Store for related apps and game, increasing awareness, preference, and downloads. The initial results exceeded their expectations, allowing MG's customers to acquire more users quickly and efficiently. After 3 months of testing and optimizing, the cost per install (CPI) achieved with Microsoft Store Ads was 90% lower than search ads and they also averaged a conversion rate 6 times higher. After achieving such fantastic results, the Miracle Game team has adjusted their CPI target for Microsoft Store Ads campaigns in the US to be 60% lower than most other advertising channels – making it one of their most efficient channels.

## PRODUCTS USED



[Microsoft Store Ads](#)



## TESTIMONIAL

“ Working closely with the Microsoft Advertising team, we have made tremendous progress in optimizing the performance of our Microsoft Store Ads. With 3 months' continuous research and deploying incremental advertising budget, it has been fully verified that Games Apps on the Microsoft Store can obtain huge traffic through Microsoft Store Ads. The high-quality traffic has led to more downloads and installations of our Game Apps and the CPI (Cost per Install) is substantially lower than other advertising channels. Microsoft Store Ads has played an important part in achieving our business goals! ”

- Kai Ouyang, Founder and CEO of MG



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