

# WORX

Increases quality leads by 420% through intent-driven advertising



## The goal

[WORX](#) is an award-winning digital branding and marketing agency that helps companies increase awareness and earn more valuable leads through strategic campaigns and creative execution. The agency earned the [2025 Microsoft Advertising Partner Product and Innovation Award](#) for its use of AI-driven audience signals and [Performance Max \(PMax\)](#) to create a more intent-driven approach to lead generation.

The partner recognition stemmed from a challenge many agencies face in competitive markets. Traditional keyword-led optimization alone was no longer delivering the efficiency or lead quality needed to achieve growth goals. Using PMax, WORX developed a strategy based on user intent and behavioral signals instead of relying primarily on manual optimization. The approach helped clients uncover new demand and improve campaign efficiency.



## The solution

The WORX team developed a more flexible campaign strategy that could respond to audience behavior and performance trends in real time.

They used the following PMax capabilities to get there...

- **Predictive targeting:** Combined content and audience signals unlocked new, high-converting audiences.
- **First-party data:** The team used CRM data integration to improve attribution and performance by combining in-market signals with internal data.
- **Automated bidding:** Real-time bid adjustments enabled the team to maximize clicks and conversions while staying within budget.
- **Dynamic creative optimization:** The team built and optimized ads in real time to match the right creative with the right audience.

## The results

420%

Increase in quality leads YOY

77%

Decrease in cost per acquisition

43%

Higher H2 lead volume