

ARONSON ADVERTISING Inc

Incremental Growth Beyond Google Ads

MICROSOFT PERFORMANCE MAX (Microsoft PMax)

The Underrated Channel Driving High-Intent Car Shoppers

WHY WE PIVOT TO PMAX

- **Reach Buyers Google Misses** - Tap into over 700M monthly users across Bing, Outlook, MSN, and Edge to reach high-intent car shoppers.
- **Lower Auction Pressure** – Less competition than Google Ads often means lower CPCs and more cost-efficient leads
- **High-Value Desktop Audience** – Strong desktop presence attracts buyers who research in depth, ideal for vehicle comparison, financing, and higher-MSRP models.
- **LinkedIn-Integrated Targeting** – Leverage professional data to optimize bids and reach buyers in Technology, Healthcare, Finance, and other high-value industries for EVs and luxury vehicles.
- **Smarter Bidding with Signals** – Google & Microsoft's PMax Automated bidding adjusts in real time based on audience likelihood to convert, ensuring ad spend goes where it counts.
- **Boost Overall Reach & Conversions** – Access new audiences and generate incremental leads without changing your Google strategy.
- **Microsoft PMax:** Designed to complement your campaigns and elevate overall results

Google Network

The Volume Play

STRATEGIC ROLES: GOOGLE VS. MICROSOFT

MICROSOFT Network

The Profit Play



9 BILLION USERS
(Active users per day)



83.5% MARKET SHARE
(Global search market share)



**YOUNGER
DEMOGRAPHIC**
(Focus)



**BROAD SIGNALS
& YOUTUBE**
(Network Reach)



**100 MILLION
HIGH-INTENT USERS**
(Active users per day)



36% TOP TIER INCOME
(Users in the top 25%)



**LINKEDIN PROFILE
TARGETING**
(Integration)



**DESKTOP &
OUTLOOK FOCUS**
(Channel Focus)

METHODOLOGY & DATA INTEGRITY

Study Parameters

- ◆ **Goal:** Identify the incremental growth and high-impact opportunities for Microsoft PMax
- ◆ **Scope:** Data is based on 7 distinct auto dealership accounts.
- ◆ **Timeline:** The coverage period ranges from 2 to 8 months.
- ◆ **Definition:** 'Leads' represent verified calls and form submissions from interested users, while engagement represents (contact us/hours) page views and clicks on valuable 3rd-party call-to-actions.
- ◆ **Variables:** Clicks, leads, VDPs, and engagement volumes impacted overall averages.



Microsoft Performance Max Overview

Avg CPC

\$0.8

Leads Rate

7%

3.6x higher than
average

Cost/Lead

\$12.51

5x lower than
average

VDP Rate

54%

22% higher than
search

Cost/VDP

\$1.63

16% lower than
search

Performance Across Microsoft Campaign Types

Metrics	CTR	Avg CPC	Leads Rate	Cost/Lead	VDPs Rate	Cost/VDP	Engagement Rate
PMax	2.66%	\$0.88	7.03%	\$12.51	53.97%	\$1.63	7.60%
Search	2.41%	\$0.84	1.59%	\$52.62	44.26%	\$1.89	5.04%
Automotive Ads	0.19%	\$3.06	2.96%	\$103.57	157.86%	\$1.94	3.04%
Total (All)	0.98%	\$1.15	4.31%	\$26.65	63.73%	\$1.80	5.98%

Highest Lead Rate Compared To Other Microsoft Campaign Types



STRONG SHOPPER ENGAGEMENT PERFORMANCE



53.97%

VDP Rate (22%
higher than Search)



\$1.63

Cost Per VDP



7.60%

Engagement Rate

The Performance Max campaign drove strong shopper engagement, reflected in healthy VDP rates, efficient cost/VDP, and consistent overall interaction levels.

THE EARLY ADOPTER ADVANTAGE

Future CPC

NOW:
\$0.88
CPC (PMax)

The Blue Ocean Opportunity: Competition on Microsoft PMax is currently low, resulting in historically efficient CPCs. This window of high-yield, low-cost traffic will not stay open forever.

Conclusion

Microsoft Performance Max not only drove **incremental growth** but also **exceeded other Microsoft campaign types** across key lead metrics. By expanding reach into high-intent audiences within a less crowded auction environment, it delivered stronger lead performance without replacing existing strategies.

For dealerships, this represents a **valuable early-mover advantage**, an opportunity to maximize high-quality leads now before competition increases and costs begin to rise.

Efficiency

\$12.51

Cost Per Lead

5x lower than average

Volume

7.03%

Lead Rate

3.6x higher than average

Engagement

54%

VDP Rate

22% higher than Search

ELEVATE YOUR DEALERSHIP'S PERFORMANCE

Ready to unlock the Profit Play?

Contact us to Get Started

ARONSON ADVERTISING^{INC.}