

FxPro

Financial Services

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Performance Max

FxPro sees 48% increase in conversions with Microsoft Advertising

The goal

FxPro, a leading online broker serving traders in 170+ countries, offers Contracts for Difference (CFDs) across eight asset classes: Forex, Futures, Shares, ETFs, Spot Indices, Spot Metals & Spot Energy. To combat rising customer acquisition costs in Brazil's competitive financial services space, FxPro focused on creatively targeting relevant audiences to drive growth and reduce cost per acquisition (CPA).

The solution

FxPro partnered with Microsoft Advertising and InMobi Advertising to execute a strategic two-step approach: first building a strong data foundation, then scaling. Using Microsoft Advertising's Performance Max, the brand reached audiences efficiently, adapting to real-time signals with strategic guidance from InMobi. Starting with modest budgets and broad CPA targets allowed Microsoft's AI to learn and optimize. Gradual refinements in bidding, targeting, and creatives led to improved click-through and exceptional conversion rates.

"Partnering with Microsoft Advertising and InMobi Advertising for Performance Max was a fantastic decision for FxPro. Microsoft's AI maximized conversions, while InMobi's timely optimizations improved performance, reduced costs, and fueled growth. We're now scaling budgets and prioritizing Performance Max campaigns."

Ksenia Gorkusha
PPC- Specialist
FxPro

The results

Leveraging the power of Microsoft Advertising's solutions and optimizing consistently with input from InMobi Advertising paid off for FxPro. The campaign's strong performance led FxPro to boost its investment in Performance Max campaigns by 20%.

48%

Increase in
conversions

65%

lower CPA compared
to previous
campaigns



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