Microsoft Advertising

CUSTOMER SUCCESS STORIES

Maven Collective

[Visit our website](#)

Overview

Maven Collective Marketing, an award-winning B2B digital marketing agency exclusively serving Microsoft Partners, elevated Microsoft Advertising from a secondary channel to a core growth engine. By integrating Microsoft Advertising into full-funnel strategies, Maven Collective helped clients drive significant increases in qualified leads, conversions, and overall performance.

The goal

Many B2B organizations within the Microsoft ecosystem were heavily dependent on traditional advertising platforms, facing escalating costs, intensifying competition, and diminishing return on investment.

The agency's objective was clear: establish Microsoft Advertising as a strategic growth engine capable of accelerating pipeline development, amplifying brand relaunches, and delivering measurable demand generation outcomes aligned to Microsoft innovation.

The strategy

Maven Collective Marketing deployed a cross-channel, full-funnel strategy anchored in Microsoft Advertising, tailored to each client's market position, growth stage, and ecosystem alignment.

- Tailored audience targeting across Microsoft inventory

- Brand messaging aligned with Microsoft ecosystem priorities

- Continuous optimization paired with performance insights

- Participation in the Microsoft Advertising Preferred Agency Services (PAS) program to enhance planning and execution

The results

Microsoft Advertising became a strategic growth engine, delivering measurable business outcomes and enabling independent agency partners to:

- Generate higher-quality, enterprise-level B2B demand

- Improve media efficiency and return on investment

- Diversify and future-proof paid media portfolios

- Strengthen alignment with Microsoft ecosystem priorities

- Scale measurable, sustainable revenue growth

717%
Incremental conversions generated across client accounts

738%
FullSphere clients now actively invest in Microsoft Advertising

Ready to get started with us?

Learn more here: Sign up — [Microsoft Advertising](#)