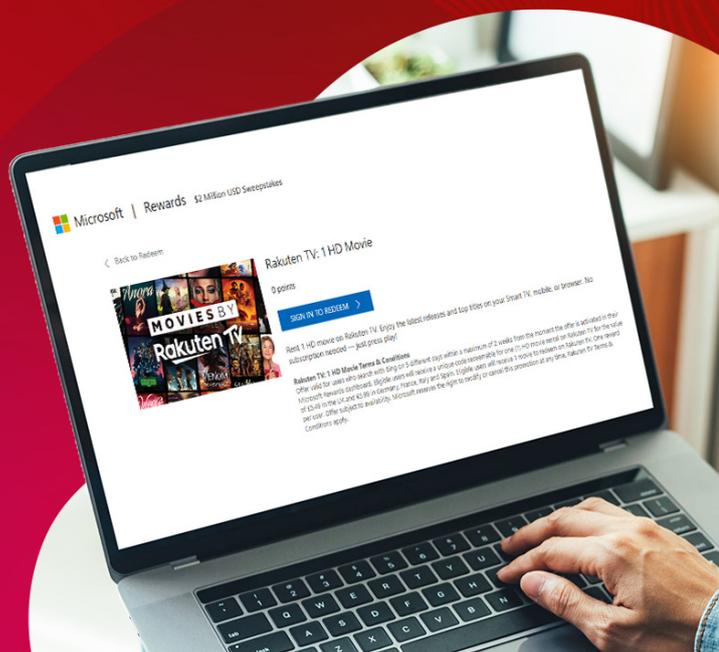


## Case Study:

# How Microsoft Drove Loyalty with a Combined Voucher and CTV Strategy through Rakuten TV



**Microsoft** aimed to increase daily user participation across its digital ecosystem and strengthen long term engagement with Bing across key European markets.

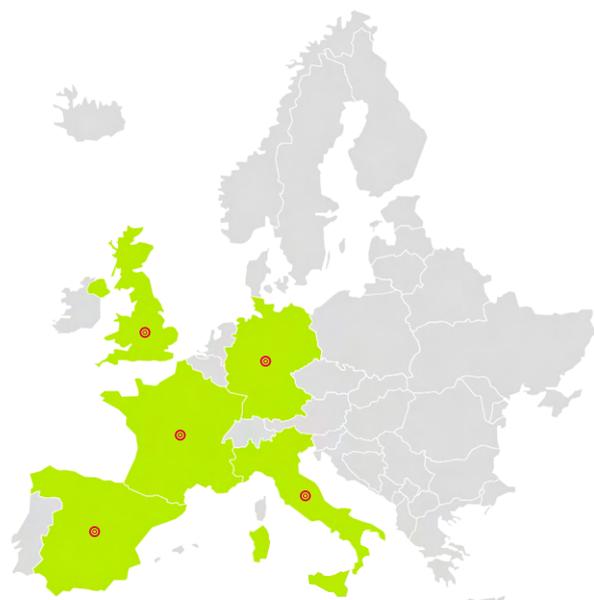
**Rakuten TV Enterprise** supported this objective through a combined approach that paired a premium movie reward campaign integrated within Microsoft Rewards with a Connected TV banner campaign, showing how multiple solutions on the Rakuten TV platform can work together to influence user behaviour, enhance visibility, and deliver full funnel impact.



### The Challenge

Microsoft wanted to encourage consistent daily interaction with Bing across the UK, Germany, France, Italy, and Spain. The aim was to strengthen user loyalty across its wider digital ecosystem by giving users a reward that was both motivating and easy to access.

To support this behaviour, Microsoft also sought a complementary media layer that would reinforce the programme's value and keep users engaged throughout the campaign period.





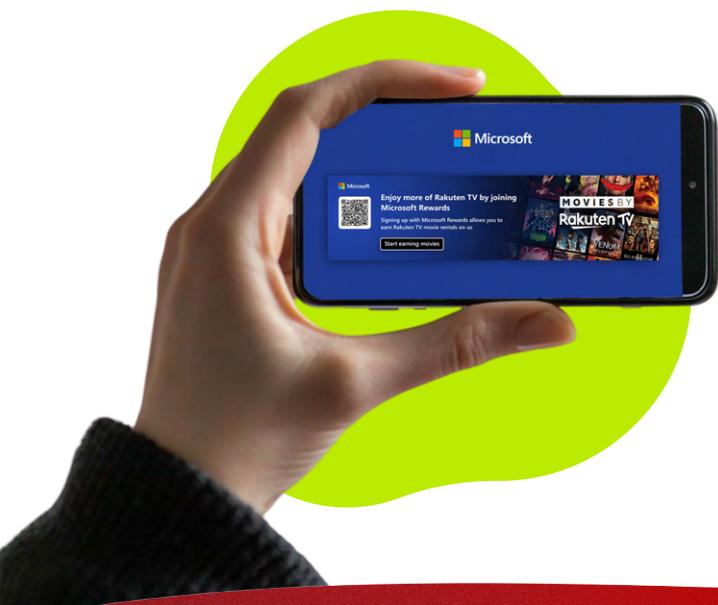
## The Solution

Rakuten TV Enterprise delivered a combined activation built around two complementary capabilities: movie vouchers delivered through Microsoft Rewards and a coordinated banner campaign on Rakuten TV.

Rakuten TV’s voucher solution is designed to complement existing loyalty infrastructures, making it an ideal fit for companies, like Microsoft, that already operate large scale user engagement programmes.

Through Microsoft Rewards, users could earn a free movie rental after five qualifying days of Bing usage. This structure provided an achievable pathway that encouraged repeated interaction. Codes were delivered instantly by email, and with the Rakuten TV app pre-installed on most Smart TVs and available across all key devices, the reward was easy to access in every market.

To reinforce the engagement mechanic and expand brand presence, Microsoft activated a banner campaign across Rakuten TV. This created consistent visibility within the Connected TV environment, reaching households at entertainment moments and strengthening the overall campaign framework. Together, the two components created a unified activation that linked user engagement with premium on platform media.



## The Impact

By combining an incentive mechanic with Connected TV visibility, Microsoft was able to influence user behaviour across multiple environments and reinforce messaging at scale. **The initiative enabled Microsoft to:**



**Drive daily engagement** with a reward that was attractive, attainable, and simple to redeem.



**Support Bing usage goals** through a clear five-day cycle.



**Increase brand visibility** through coordinated banner placements across Connected TV.



**Create a full funnel framework** linking incentive, engagement, and high impact media.

Rakuten TV’s European audience, made up of entertainment focused and digitally active users, aligned closely with Microsoft’s objectives. The integrated structure provided both performance impact through the reward and upper funnel influence through Connected TV banners, demonstrating the value of multi solution campaigns on Rakuten TV.

Rakuten TV is one of Europe’s leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform’s integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.