



# Multimedia Ads prove a top performing candidate for Imkey

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**Customer:**

[Imkey](#)

**Industry:**

Careers & education

**Country:**

Netherlands

**Date:**

March 2023

**Feature focus:**

[Multimedia Ads](#)



**Impact:**

Multimedia Ads gave Imkey an instant uplift in performance by benefiting from human beings' preference for visual decision-making – and their greater engagement with an idea that they can see.

**20%**

Incremental impressions

**5%**

Incremental conversions

**554%**

Incremental view-through conversions

[Read the full story >>](#)

*“Using Multimedia Ads is a way for us to stand out in search results by giving people a powerful first impression of what we can help their resumé look like. We might not have a beautiful beach to promote, or something obviously visual, but images still give us stand out and improve our click-through rate.”*

Imkey's Search Consultant, Heini van Bergen



Data source: Imkey Internal Data, 2022.

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