Casa del Libro opens a new chapter in performance
Customer: Casa del Libro
Industry: Retail
Country: ES
Date: June 2022
Feature focus: Microsoft Audience Network

Impact:
Spain’s leading bookstore chain adopts the Microsoft Audience Network, resulting in a big increase in their volume of transactions at a very strong CPA and a very good Return on Advertising Spend (ROAS).

“We get more exposure and more impressions for our bestselling titles – and that plays an important role in helping to attract new customers”

–Irene Martin Tamayo, Paid Media Manager, Casa del Libro

3x Lower CPC’s
33% Increase in conversions

Data source: Casa del Libro Internal Data, 2022.