



# Purplebricks takes ownership of the purchase funnel with Microsoft Advertising



[Learn more](#)

Microsoft Advertising. Great relationships start here.



# PURPLE BRICKS

**Customer:**

[Purplebricks](#)

**Industry:**

Real Estate

**Country:**

UK

**Date:**

July 2022

**Feature focus:**

[Microsoft Audience Network](#)

[Multimedia Ads](#)

[Image extensions](#)



## Impact:

Embracing an expanded role for search, and innovative ad formats has given the UK's largest estate agent brand a prime location in the buying journey for those selling their home. With a Return on Advertising Spend of 500%, it's helping to power Purplebricks' transformation of the real estate experience.

**500%**  
Return on  
Advertising Spend

**18%**  
Higher  
conversion rate

[Read the full story >>](#)

*"We recognised Microsoft as an innovative business partner that can help us be first to market, reach new audiences and diversify our channels so we don't hit a ceiling. It was a crucial step forward for us to be able to do things that others in our industry weren't doing."*

– Andrew Smith, Purplebricks' Digital Acquisition Manager.



Data source: Purplebricks' Internal Data, 2022.

Microsoft Advertising. Great relationships start here.