Learn how Cazoo used Automotive Inventory Ads to achieve its growth targets

Learn more

Microsoft Advertising. Great relationships start here.
Customer: Cazoo
Industry: Automotive
Country: UK
Date: November 2022
Feature focus: Automotive Inventory Ads

Impact:
Cazoo wants to enhance the car buying process online. Automotive Inventory Ads provides a solution for Cazoo to create visual experiences in search and entice potential customers to explore the advertised vehicle and more on the Cazoo website.

"Automotive Inventory Ads definitely give us an extra percentage to help us achieve our growth targets."

Mike Grethe, Senior Performance Marketing Manager at Cazoo

11% Additional clicks
15% Lower cost-per-lead
7% Lower cost-per-order

Data source: Cazoo Internal Data, July 2021 to July 2022 compared to other Microsoft Retail paid search campaigns.