Multimedia Ads prove a top performing candidate for Imkey

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Microsoft Advertising. Great relationships start here.
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.

"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

- 20% Incremental impressions
- 5% Incremental conversions
- 554% Incremental view-through conversions

Data source: Imkey Internal Data, 2022.