

Learn how Motive Loan minimized their CPA while maintaining a high ROAS with Microsoft Advertising



Learn more



Microsoft Advertising. Great relationships start here.



Customer:

Motive Loan

Industry:

Financial Services

Country:

India

Date:

August 2022

Feature focus:

Multimedia Ads

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Impact:

With the help of Microsoft Advertising & InMobi, Motive Loan was able to scale customer acquisition efforts, while maintaining a high ROAS. The impact was seen as the CPA dropped by 70% and the ROAS skyrocketed to a massive 1.33, spurring a 31% increase in advertising expenditures in H2 2021.

70%Decrease in CPA

1.33x
Increase in ROAS

"Our objective behind leveraging Microsoft Advertising was to garner disproportionate mindshare by targeting high-intent audiences with compelling messages. Crafting campaigns optimised to the audience search intent was key in delivering on core KPIs. We hope to continue our fruitful partnership."

- Team Motive Loan