Castlery Enhances Lead Quality with Search Advertising

Learn more
CASTLERY

Customer: Castlery
Industry: Retail
Country: Singapore and USA
Date: May 2023
Feature focus: Dynamic Remarketing, Shopping Ads

Impact:
As a part of the user acquisition strategy, InMobi and Microsoft Advertising helped Castlery maintain a user base with a well-balanced blend of new users and existing leads. The engagement rate increased as the high-intent audience engaged with the ads, resulting in a 116% increase in the CTR in the United States, and 64% uptick in Singapore.

116% Increase in the CTR in the United States
2x Return on Ad Spend (ROAS) achieved in Singapore

The upgrade to Microsoft Advertising helped us expand our user base while reducing our advertising costs by 32% compared to other search partners. Not only did we build an engine of growth, but we also got exposure to consistent, quality leads with a higher probability of converting. Leveraging features such as shopping campaigns and Dynamic Remarketing doubled the impact and cemented our bottom line.

- Heng Ching Ying, Performance Manager, Castlery

Data source: Castlery Internal Data