



# Castlery Enhances Lead Quality with Search Advertising



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Microsoft Advertising



# 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

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*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*