Learn how Looka has designed a winning strategy with Multimedia Ads

Learn more
Case study overview

Customer: Looka
Industry: Design
Country: US
Date: June 2022
Feature focus: Multimedia Ads

Impact:
After adopting the visually attention-grabbing Multimedia Ads, Looka has seen a 200% increase in return on ad spend and the ads now account for 25% of revenue generated by Looka's customer acquisition campaigns.

"For a logo design and branding company like Looka—where visuals are a key selling point—Multimedia Ads from Microsoft have proven to be an effective addition to our acquisition portfolio. Not only do they take up more real estate in the search results page, which allows us to showcase our customers’ beautiful logos, but they drive fantastic business results."

–Matthew Sison, Growth Manager, Looka

Data source: Looka Internal Data, 2022.

Microsoft Advertising. Great relationships start here.