



VodafoneZiggo makes creative thinking count with Multimedia Ads



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Microsoft Advertising. Great relationships start here.



Customer:

[VodafoneZiggo](#)

Industry:

Telco

Country:

NL

Date:

May 2022

Feature focus:

[Multimedia ads](#)



Impact:

The telecoms market leader's commitment to innovating through Microsoft Advertising unlocked a 45% increase in impressions on its branded keywords and doubled its already strong conversion rate.

45%
Increase in
impressions

85%
Increase in
conversions

[Read the full story >>](#)

"It's great to have access to a product like Multimedia Ads and we're really enthusiastic about the experiment we ran. It's so much more interesting for our strategy to be able to do something innovative and take paid search beyond just blue links."

—Jerry Jacobs, Paid Search Lead, VodafoneZiggo