



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



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Customer:
[Motive Loan](#)

Industry:
Financial Services

Country:
India

Date:
August 2022

Feature focus:
[Multimedia Ads](#)



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

[Read the full story >>](#)

"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



Data source: Motive Loan Internal Data, 2022.

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