



Learn how ADT has secured new customers with Microsoft Multimedia ads



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Customer:

[ADT](#)

Industry:

Home Security

Country:

US

Date:

March 2022

Feature focus:

[Multimedia ads](#)



Impact:

ADT aimed to be the first in their industry to test the Multimedia ads feature offered by Microsoft Advertising. By leveraging the Microsoft Search platform and LinkedIn data, they were able to increase ROAS MoM and target their ideal consumers within the residential market with the new feature.

9.5X
ROAS

Overall decrease
In CPC

[Read the full story >>](#)

"We are thankful to have a close partnership with our team at Microsoft. They understand the needs of our business and take time to learn the intricacies of our advertising program. We use a very detailed approach to paid search, and they didn't shy away from collaborating on the workload with us—which involved creating over 11,000 new Multimedia ads. Testing new advertising features is an excellent opportunity for us, and we look forward to more tests with Microsoft Advertising in the future."

David Boggio, Sr. Marketing Manager, ADT



Data source: ADT Internal Data, 2022.

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