Castlery Enhances Lead Quality with Search Advertising

Learn more
**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

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

Data source: Castlery Internal Data