Casa del Libro opens a new chapter in performance

Learn more

Microsoft Advertising. Great relationships start here.
**Customer:** Casa del Libro

**Industry:** Retail

**Country:** ES

**Date:** June 2022

**Feature focus:** Microsoft Audience Network

**Impact:**

Spain’s leading bookstore chain adopts the Microsoft Audience Network, resulting in a big increase in their volume of transactions at a very strong CPA and a very good Return on Advertising Spend (ROAS).

"We get more exposure and more impressions for our bestselling titles – and that plays an important role in helping to attract new customers”

—Irene Martin Tamayo, Paid Media Manager, Casa del Libro

Data source: Casa del Libro Internal Data, 2022.