



Purplebricks takes ownership of the purchase funnel with Microsoft Advertising



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PURPLE BRICKS

Customer:
[Purplebricks](#)

Industry:
Real Estate

Country:
UK

Date:
July 2022

Feature focus:
[Microsoft Audience Network](#)
[Multimedia Ads](#)
[Image extensions](#)

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Impact:

Embracing an expanded role for search, and innovative ad formats has given the UK's largest estate agent brand a prime location in the buying journey for those selling their home. With a Return on Advertising Spend of 500%, it's helping to power Purplebricks' transformation of the real estate experience.

500%
Return on
Advertising Spend

18%
Higher
conversion rate

"We recognised Microsoft as an innovative business partner that can help us be first to market, reach new audiences and diversify our channels so we don't hit a ceiling. It was a crucial step forward for us to be able to do things that others in our industry weren't doing."

– Andrew Smith, Purplebricks' Digital Acquisition Manager.

Data source: Purplebricks' Internal Data, 2022.

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