VodafoneZiggo makes creative thinking count with Multimedia Ads

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Microsoft Advertising. Great relationships start here.
Customer: VodafoneZiggo
Industry: Telco
Country: NL
Date: May 2022
Feature focus: Multimedia ads

Impact:
The telecoms market leader’s commitment to innovating through Microsoft Advertising unlocked a 45% increase in impressions on its branded keywords and doubled its already strong conversion rate.

“It’s great to have access to a product like Multimedia Ads and we’re really enthusiastic about the experiment we ran. It’s so much more interesting for our strategy to be able to do something innovative and take paid search beyond just blue links.”

–Jerry Jacobs, Paid Search Lead, VodafoneZiggo

45% Increase in impressions
85% Increase in conversions

Data source: VodafoneZiggo Internal Data, 2022.