



Learn how Cazoo used Automotive Inventory Ads to achieve its growth targets



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Search. Drive. Smile.

Customer:

[Cazoo](#)

Industry:

Automotive

Country:

UK

Date:

November 2022

Feature focus:

[Automotive Inventory Ads](#)

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Impact:

Cazoo wants to enhance the car buying process online. Automotive Inventory Ads provides a solution for Cazoo to create visual experiences in search and entice potential customers to explore the advertised vehicle and more on the Cazoo website.

11%

Additional clicks

15%

Lower cost-per-lead

7%

Lower cost-per-order

“Automotive Inventory Ads definitely give us an extra percentage to help us achieve our growth targets.”

Mike Grethe, Senior Performance Marketing Manager at Cazoo



Data source: Cazoo Internal Data, July 2021 to July 2022 compared to other Microsoft Retail paid search campaigns.

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