



Multimedia Ads prove a top performing candidate for Imkey



[Learn more](#)

Microsoft Advertising. Great relationships start here.





Customer:

[Imkey](#)

Industry:

Careers & education

Country:

Netherlands

Date:

March 2023

Feature focus:

[Multimedia Ads](#)

[Read the full story >>](#)



Impact:

Multimedia Ads gave Imkey an instant uplift in performance by benefiting from human beings' preference for visual decision-making – and their greater engagement with an idea that they can see.

20%

Incremental impressions

5%

Incremental conversions

554%

Incremental view-through conversions

"Using Multimedia Ads is a way for us to stand out in search results by giving people a powerful first impression of what we can help their resumé look like. We might not have a beautiful beach to promote, or something obviously visual, but images still give us stand out and improve our click-through rate."

Imkey's Search Consultant, Heini van Bergen

Data source: Imkey Internal Data, 2022.

Microsoft Advertising. Great relationships start here.