



# Learn how Motive Loan minimized their CPA while maintaining a high ROAS with Microsoft Advertising



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**Customer:**  
[Motive Loan](#)

**Industry:**  
Financial Services

**Country:**  
India

**Date:**  
August 2022

**Feature focus:**  
[Multimedia Ads](#)



### Impact:

With the help of Microsoft Advertising & InMobi, Motive Loan was able to scale customer acquisition efforts, while maintaining a high ROAS. The impact was seen as the CPA dropped by 70% and the ROAS skyrocketed to a massive 1.33, spurring a 31% increase in advertising expenditures in H2 2021.

**70%**  
Decrease in CPA

**1.33x**  
Increase in ROAS

[Read the full story >>](#)

*"Our objective behind leveraging Microsoft Advertising was to garner disproportionate mindshare by targeting high-intent audiences with compelling messages. Crafting campaigns optimised to the audience search intent was key in delivering on core KPIs. We hope to continue our fruitful partnership."*

- Team Motive Loan



Data source: Motive Loan Internal Data, 2022.

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