



# Learn how Angara achieved phenomenal growth with Microsoft Advertising



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**Customer:**

[Angara](#)

**Industry:**

Retail - Jewelry

**Country:**

US

**Date:**

August 2022

**Feature focus:**

[Microsoft Audience Network](#)



**Impact:**

With the help of Microsoft Advertising & InMobi, Angara saw a massive 45% increase in conversion rate YoY and the MSAN dynamic remarketing yielded a 12% incremental conversion rate. The lift measurement study results show an impressive 4.5x brand search rate, 3.3x domain visitation rate, and a whopping 37x conversion rate among the audiences exposed to the Microsoft Audience Ads.

**4.5x**

Increase in brand search rate

**37x**

Increase in conversion rate

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*"While the automated bidding strategy on Microsoft Advertising ensured the spend optimization, the location-based advertising targeted our top audience by a specific area, from cities to states and countries, ensuring maximized reach and impact. Microsoft Advertising has been our trusted partner in driving consistent ROI even from newer regions for years, and we are looking forward for continued association with them."*

Ankit Maheshwari, VP of Marketing, Angara



Data source: Angara Internal Data, 2022.

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