



# Learn how Looka has designed a winning strategy with Multimedia Ads



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**Customer:**

[Looka](#)

**Industry:**

Design

**Country:**

US

**Date:**

June 2022

**Feature focus:**

[Multimedia Ads](#)



**Impact:**

After adopting the visually attention-grabbing Multimedia Ads, Looka has seen a 200% increase in return on ad spend and the ads now account for 25% of revenue generated by Looka's customer acquisition campaigns.

**200%**  
Increase in ROAS

[Read the full story >>](#)

*"For a logo design and branding company like Looka—where visuals are a key selling point—Multimedia Ads from Microsoft have proven to be an effective addition to our acquisition portfolio. Not only do they take up more real estate in the search results page, which allows us to showcase our customers' beautiful logos, but they drive fantastic business results."*

—Matthew Sison, Growth Manager, Looka



Data source: Looka Internal Data, 2022.

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