



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



[Learn more](#)

Microsoft Advertising. Great relationships start here.





Search. Drive. Smile.

**Customer:**

[Cazoo](#)

**Industry:**

Automotive

**Country:**

UK

**Date:**

November 2022

**Feature focus:**

[Automotive Inventory Ads](#)

[Read the full story >>](#)



**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.

Microsoft Advertising. Great relationships start here.