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

Learn more
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.

"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

70% Decrease in CPA
1.33x Increase in ROAS

Data source: Motive Loan Internal Data, 2022.