



# New Look goes beyond performance as usual with the Microsoft Audience Network

[> Learn more](#)

Microsoft Advertising. Great relationships start here.



# NEW LOOK

**Customer:**

[New Look](#)

**Industry:**

Retail

**Country:**

UK

**Date:**

March 2023

**Feature focus:**

[Microsoft Audience Network](#)

[Read the full story >>](#)



**Impact:**

The Microsoft Audience Network gave New Look the opportunity and control they needed to allow performance campaigns play an upper-funnel role. This in combination with strong shopping campaigns has delivered astonishing ROAS.

**1170%**

Increased ROAS

**130%**

Increase in  
clicks YOY

*“My previous company was an early adopter of the Microsoft Audience Network and it’s very attractive to have such high-quality placements and levers you can pull to make sure you’re presenting the brand in the exact right way.”*

Thomas Charlwood, Paid Search Manager at New Look.

Data source: New Look Internal Data, 2021 to 2022.

Microsoft Advertising. Great relationships start here.