Casa del Libro opens a new chapter in performance

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**Case study overview**

**Customer:** Casa del Libro  
**Industry:** Retail  
**Country:** ES  
**Date:** June 2022  
**Feature focus:** Microsoft Audience Network

**Impact:**
Spain’s leading bookstore chain adopts the Microsoft Audience Network, resulting in a big increase in their volume of transactions at a very strong CPA and a very good Return on Advertising Spend (ROAS).

“We get more exposure and more impressions for our bestselling titles – and that plays an important role in helping to attract new customers”

–Irene Martin Tamayo, Paid Media Manager, Casa del Libro

**Data source:** Casa del Libro Internal Data, 2022.

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