

Learn how Shutterstock expanded its reach in Asia with Microsoft Advertising Japan



Microsoft Advertising. Great relationships start here.



shutterstock

Customer:

Shutterstock

Industry:

Media

Country:

Japan

Date:

February 2023

Feature focus:

Microsoft Search Network
Google Import

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Impact:

Shutterstock saw an opportunity to expand its campaigns into the high-potential market of Japan. Reaching a quality audience with locally relevant campaigns drove significant incremental impressions, clicks and conversions. Positioning Japan as one of the highest performing markets in the Asia Pacific region. **40%** of total Impressions

36%

of total Clicks

15%

increase in ROAS

"We're seeing conversions that we may not have had if Microsoft hadn't expanded our campaigns into Japan. This shows us the size of the opportunities that are out there and why it matters to pursue them."

Crystal Sun, Senior SEM Manager APAC, Shutterstock