



# VodafoneZiggo makes creative thinking count with Multimedia Ads



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**Customer:**

[VodafoneZiggo](#)

**Industry:**

Telco

**Country:**

NL

**Date:**

May 2022

**Feature focus:**

[Multimedia ads](#)



**Impact:**

The telecoms market leader's commitment to innovating through Microsoft Advertising unlocked a 45% increase in impressions on its branded keywords and doubled its already strong conversion rate.

**45%**  
Increase in  
impressions

**85%**  
Increase in  
conversions

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*"It's great to have access to a product like Multimedia Ads and we're really enthusiastic about the experiment we ran. It's so much more interesting for our strategy to be able to do something innovative and take paid search beyond just blue links."*

—Jerry Jacobs, Paid Search Lead, VodafoneZiggo



Data source: VodafoneZiggo Internal Data, 2022.

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