Microsoft

Casa del Libro opens a new chapter in performance

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Customer:
[Casa del Libro](#)

Industry:
Retail

Country:
ES

Date:
June 2022

Feature focus:
[Microsoft Audience Network](#)

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Impact:

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

3x
Lower
CPC's

33%
Increase in
conversions

"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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