



Lenskart achieves 5X increase in ROAS by strengthening brand building efforts with Microsoft Advertising



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Customer:

[Lenskart](#)

Industry:

Retail

Country:

India

Date:

October 2022

Feature focus:

[Dynamic Search Ads](#)



Impact:

Together with Microsoft Advertising, Lenskart was able to achieve a 5X increase in ROAS with dynamic search ads. Lenskart was able to identify high-value search terms, new keywords and in turn, audiences with a high commercial intent, which reflected in its bottom funnel metrics.

5X

Lift in Return on Ad Spend (ROAS)

1.4

Return on Ad Spend (ROAS) achieved

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With an aim to improve our ROAS score, we partnered with InMobi and Microsoft Advertising. Our efforts have proved to be fruitful as we were able to connect with new users and do so at optimized costs. We are delighted at the impact Search has been able to create in strengthening our foothold in India's eyewear industry and attract the right, high-intent audiences with dynamic advertising solutions.

Prateek Mehndiratta, Assistant Manager, Lenskart India



Data source: Lenskart Internal Data, 2022.

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