



Nissan finds another gear for search with Multimedia Ads



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Customer:

[Nissan](#)

Industry:

Automotive

Country:

IT

Date:

July 2022

Feature focus:

[Multimedia Ads](#)



Impact:

Working with media agency OMD, Nissan moved to deploy Multimedia Ads, setting out to test how a visual experience within the Search Engine Results Page (SERP) could accelerate performance across different search campaigns, achieving maximum rewards with minimal initial effort.

49%
CTR
Increase

39%
Lower
CPC's

[Read the full story >>](#)

"It's an opportunity that's unique to Microsoft Advertising, and we were excited to see how a new type of visual asset could influence the customer journey."

– Alvise Miurin, Digital Performance Manager at OMD



Data source: Nissan's Internal Data, 2022.

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