

Purplebricks takes
ownership of the
purchase funnel with
Microsoft Advertising



Microsoft Advertising. Great relationships start here.



PURPLE BRICKS

Customer:

Purplebricks

Industry:

Real Estate

Country:

UK

Date:

July 2022

Feature focus:

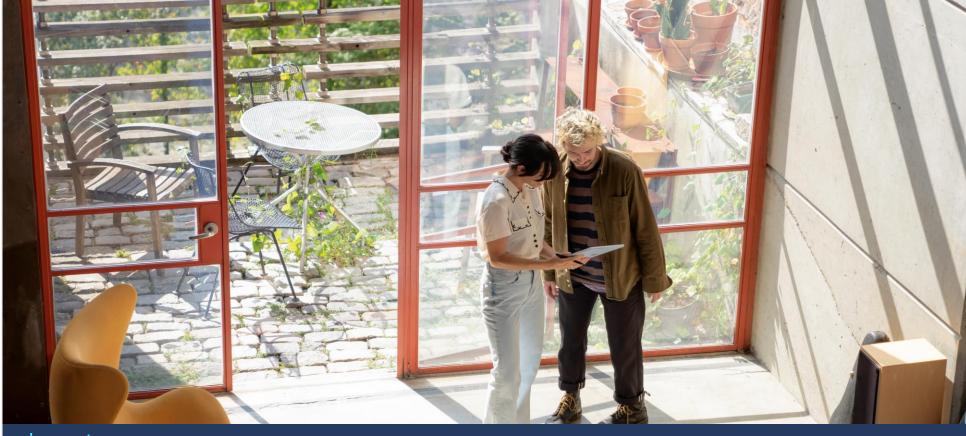
Microsoft Audience Network

Multimedia Ads

Image extensions

Read the full story >>





Impact:

Embracing an expanded role for search, and innovative ad formats has given the UK's largest estate agent brand a prime location in the buying journey for those selling their home. With a Return on Advertising Spend of 500%, it's helping to power Purplebricks' transformation of the real estate experience.

500%Return on
Advertising Spend

18%
Higher conversion rate

"We recognised Microsoft as an innovative business partner that can help us be first to market, reach new audiences and diversify our channels so we don't hit a ceiling. It was a crucial step forward for us to be able to do things that others in our industry weren't doing."

- Andrew Smith, Purplebricks' Digital Acquisition Manager.