



New Look goes beyond performance as usual with the Microsoft Audience Network

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NEW LOOK

Customer:

[New Look](#)

Industry:

Retail

Country:

UK

Date:

March 2023

Feature focus:

[Microsoft Audience Network](#)

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Impact:

The Microsoft Audience Network gave New Look the opportunity and control they needed to allow performance campaigns play an upper-funnel role. This in combination with strong shopping campaigns has delivered astonishing ROAS.

1170%

Increased ROAS

130%

Increase in
clicks YOY

“My previous company was an early adopter of the Microsoft Audience Network and it’s very attractive to have such high-quality placements and levers you can pull to make sure you’re presenting the brand in the exact right way.”

Thomas Charlwood, Paid Search Manager at New Look.

Data source: New Look Internal Data, 2021 to 2022.

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