

FP Markets

Banking, Financial Services and Insurance

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110%

Return on Ad Spends
(ROAS)

30%

increase in Return On
Investment (ROI)

Search

FP Markets triples investment on Microsoft Advertising after achieving 110% ROAS, 30% better lead quality, and 9% lower CPA

The goal

For 20 years, FP Markets Group of Companies has built a reputation for innovative trading technologies, responsive customer support, and continuously evolving the trading experience.

With trade-related searches growing by 15% year-over-year in major markets, the brand saw an opportunity to harness the power of search to strengthen its position as a leading trading destination. The goal was to adopt this channel in a strategic, cost-efficient manner.

The solution

FP Markets partnered with Microsoft Advertising and InMobi Advertising to execute a high-impact search strategy.

Leveraging Microsoft Advertising's engaged desktop audience, the brand implemented optimizations recommended by InMobi Advertising, including targeting high-intent keywords, reallocating budgets to high-performing markets, and testing multiple conversion goals. These strategic moves delivered high-quality leads and reduced acquisition costs.

"Adopting Search with Microsoft Advertising was a golden move for us. Its unique advantage of a massive desktop audience gave us a unique opportunity to improve lead quality. Additionally, InMobi Advertising's strategic recommendations helped us boost sales and reduce CPA. We are already exploring more campaigns with them."

Michail Dimitriou

Digital Marketing Manager,
FP Markets Group of Companies

The results

FP Markets achieved remarkable growth by maximizing search capabilities and implementing data-driven optimizations. Through this approach, the company secured a 110% return on ad spend, boosted lead quality by 30%, increased ROI by 30%, and lowered cost per acquisition by 9% compared to other platforms.

30%

improvement in
lead quality

9%

lower Cost Per Acquisition
(CPA) compared to other
platforms



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