



# Learn how Shutterstock expanded its reach in Asia with Microsoft Advertising Japan



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**Customer:**

[Shutterstock](#)

**Industry:**

Media

**Country:**

Japan

**Date:**

February 2023

**Feature focus:**

[Microsoft Search Network](#)

[Google Import](#)

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**Impact:**

Shutterstock saw an opportunity to expand its campaigns into the high-potential market of Japan. Reaching a quality audience with locally relevant campaigns drove significant incremental impressions, clicks and conversions. Positioning Japan as one of the highest performing markets in the Asia Pacific region.

**40%**  
of total  
Impressions

**36%**  
of total Clicks

**15%**  
increase in  
ROAS

*"We're seeing conversions that we may not have had if Microsoft hadn't expanded our campaigns into Japan. This shows us the size of the opportunities that are out there and why it matters to pursue them."*

Crystal Sun, Senior SEM Manager APAC, Shutterstock

Data source: Shutterstock Internal Data, April to December 2022, figures account for percent of total impressions and clicks in the Asia Pacific region for Shutterstock.

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