A retail store was looking to continue expanding their marketing share. In an effort to reach a higher percentage of the online market, they decided to advertise their business on Microsoft.

**HOW WE DID IT**

We focused on:

- Launching six search campaigns, including an independent campaign for two of their core products
- Allocating the highest budgets in the best performing campaigns
- Using Maximize Conversions as part of the bidding strategy to focus on transactions
- Tracking transaction from all the campaigns launched to analyze performance

**THE RESULTS**

Ever since we started to track transactions in Microsoft, we were able to see a progressive increase in Revenue. Compared to Google Ads, this Microsoft account has shown a better overall performance.

Microsoft Advertising KPIs

- ROAS: 1108.28%
- CPA: $3.45
- Conversion rate: 38.04%

Google Ads KPIs

- ROAS: 381%
- CPA: $112.75
- Conversion rate: 1.10%