

Retail Store increases ROAS by 1108.28% with Microsoft Advertising

White Shark[®]
M E D I A

Microsoft

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.

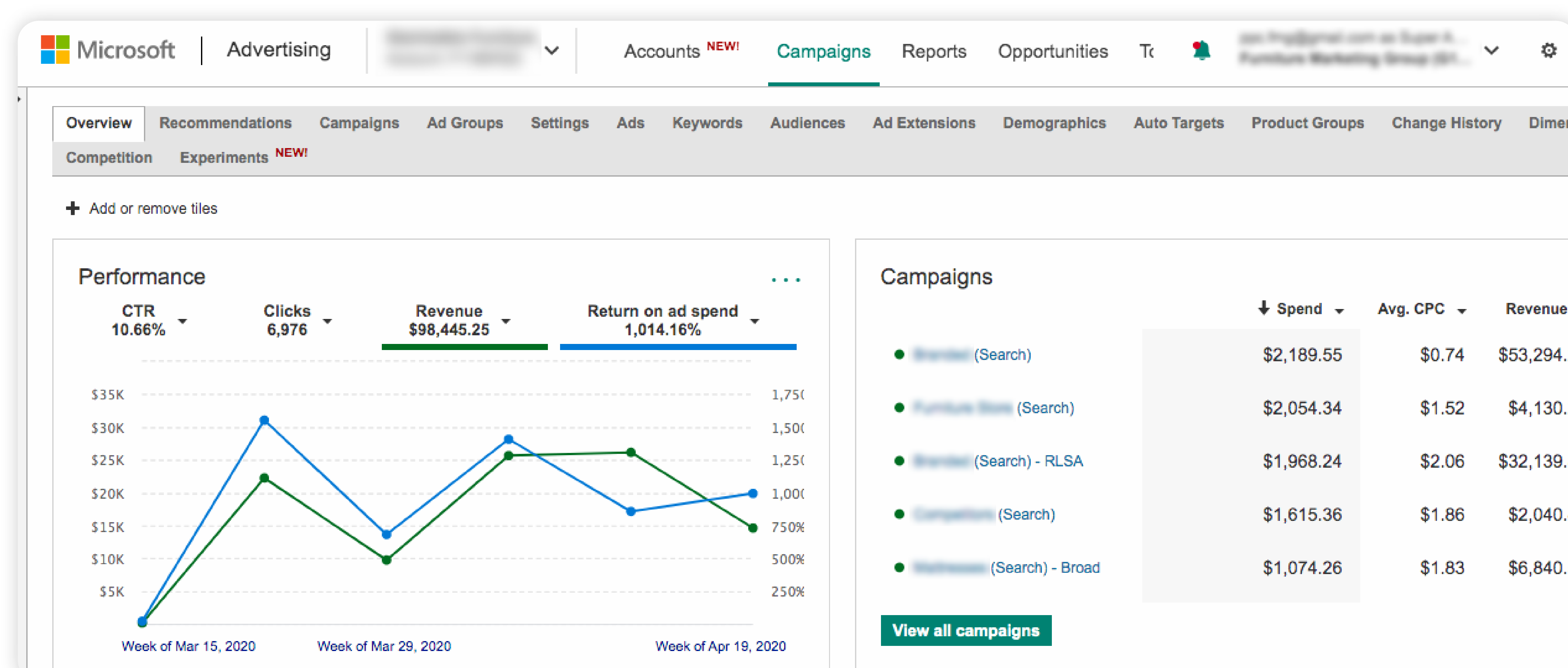
HOW WE DID IT

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%