

Elevate Your PPC Strategy with Microsoft Advertising

Microsoft Advertising has proven to be a game-changer in the world of PPC strategies, offering advertisers lower cost-per-clicks (CPC) and higher conversions. This powerful platform allows businesses to maximize their return on ad spend (ROAS) while boosting their overall paid strategy. By leveraging Microsoft's extensive network and advanced targeting capabilities, advertisers can reach their ideal audience more efficiently and effectively.

The Approach

To optimize our advertising efforts, we implemented a strategic approach by importing our existing Google Ads campaigns into the Microsoft Advertising Network. By doing so, we seamlessly extended our reach and leveraged the powerful targeting capabilities of Microsoft Advertising.

13:1 ROAS

Microsoft Advertising Return on Ad Spend

The Results

Over the course of 8 months, we diligently monitored both online and in-store sales performance of these campaigns. This comprehensive analysis allowed us to track key metrics and uncover valuable insights into consumer behavior and campaign effectiveness.

The results were astounding—our campaigns achieved an impressive 13:1 return on ad spend (ROAS), demonstrating the efficacy of this integrated approach. By utilizing the strengths of both advertising platforms, we were able to maximize our ROI and significantly enhance our overall marketing strategy.



“Microsoft Advertising has exceeded our expectations, delivering outstanding results across the board. We've seen a remarkable reduction in both cost-per-clicks and cost-per-conversions. Achieving a stellar 13:1 Return on Ad Spend (ROAS) has significantly boosted our marketing efficiency. Additionally, the platform has provided us with valuable diversification in our PPC presence. We're thrilled with the exceptional performance and results we've achieved with Microsoft Advertising!”

- Owner/Zachary Deibert



Sources: Microsoft Advertising, Client Testimonial
Date Range: July 2024 - February 2025

