

Ecommerce Business Reached Its Goals by Taking a Chance on Microsoft



The owner of an ecommerce business specializing in the sale of sports motorcycles was reluctant about advertising on Microsoft. The business owner decided to focus their strategy on Google. However, our team knew there was a lot of potential on Microsoft because it offers relevant audiences for his industry. Our team recommended a strategy that would allow him to drive results on this platform.

HOW WE DID IT

We focused on:

- ✔ Launching a Shopping Campaign to increase transaction volume and three search campaigns to:
 1. Target users in the upper funnel
 2. Target users in the lower funnel
 3. Target returning website visitors through an RLSA campaign
- ✔ Using keywords such as **cheap chinese dirt bike** or **250cc dirt bike** to target users in the upper funnel
- ✔ Targeting consumers in the lower funnel with keywords such as **tao tao tbr7 250cc dirt bike**
- ✔ Including relevant in-market audiences such as motor vehicles, motorcycles, off-road vehicles, scooters, and mopeds
- ✔ Installing conversion and ecommerce tracking to measure results

THE RESULTS

⬇️ **CPA** decreased by 54.56%

⬆️ **ROAS** increased by 837.40%

⬇️ **CPC** decreased by 30.51%

⬆️ **Conversions** increased by 133%

