



Overstock has achieved a

1,247%



weekly revenue increase with Microsoft Audience Ads from Microsoft Advertising.¹

The Overstock Microsoft Audience Ads campaign has led to a

33%



quarterly return on ad spend (ROAS) increase.¹

Microsoft Advertising solution:

Microsoft Audience Ads



Overstock seals more deals with Microsoft Advertising

If you're an online shopper, chances are you've spent time on [Overstock.com](https://www.overstock.com). As one of the leading online retailers, Overstock has built a reputation as a go-to destination for people in search of home furnishings and decor. That makes paid search with Microsoft Advertising a valuable piece of its overall marketing strategy.

Microsoft Audience Ads: A new channel for growth

"The Bing Ads¹ team really helps us think about ideas that can give us a competitive edge in our expanding industry. If there's a new feature, we definitely want to jump on it and see how it performs," says Steven Sun, senior paid search manager at Overstock. One such example is [Microsoft Audience Ads](#).

The goal of these types of ads is to get the right message to the right customers at the right time, by blending naturally into consumers' experiences on premium sites like MSN, Microsoft Outlook and Microsoft Edge, as well as other partner sites outside of search. Sun sees a lot of potential with this solution.

Since starting with Microsoft Audience Ads last year, Sun has seen very impressive results:

- Click volume up 576% (weekly).²
- Revenue up 1,247% (weekly).²
- Return on ad spend (ROAS) up 33% (quarterly).²

In fact, the ROAS, CVR and cost per acquisition (CPA) have met or exceeded traditional search campaign performance. As a result, Sun has increased Overstock's weekly investment in Microsoft Audience Ads by more than 1,000% and click allocation on the Bing Network has increased by almost 200%.²

Overall, Sun is very impressed with Microsoft Advertising and the performance of Microsoft Audience Ads. He highly recommends it to other businesses. "If they're looking at any kind of win, any kind of incrementality when it comes to clicks and additional conversions, I would definitely suggest Microsoft Audience Ads," says Sun. "That's something we'll be doing more of in the future."

1. Bing Ads is now Microsoft Advertising.
2. Overstock internal data, 2018.

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Steven Sun
Senior paid search manager, Overstock



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