



Labelium achieved a

200%

increase in CVRs¹



as well as a

30%

decrease in CPCs¹



Microsoft Advertising Solutions

Microsoft Audience Ads
Shopping Campaigns
Automated Promotion Extensions
Dynamic Search Ads
Remarketing



Labelium has a passion for fashion - and SEM

Companies selling high-end beauty, fashion and other luxury goods often turn to [Labelium](#) for help with their digital marketing.

By working closely with Microsoft through the Microsoft Advertising Partner Program, Labelium receives training, premium services, exclusive marketing support and a dedicated Microsoft Advertising account team to help maximize search engine marketing (SEM) campaign success for its clients.

“In the fashion and luxury market, the Microsoft Search Network user is on average more willing to purchase our clients’ products, with a conversion ratio [CVR] 80% higher in Italy and 50% higher in the UK and U.S. compared with users on other advertising platforms,” says Marta Tamanini, digital marketing director for Labelium.¹

Moving forward, Labelium will continue to help its clients invest in Microsoft Advertising to find even more high-quality searchers to keep its clients living the luxurious life.

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Marta Tamanini
Digital marketing director, Labelium

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1. Labelium internal data, 2019.

