



ThriftBooks achieved an

18%

increase in
impressions¹



as well as a

2%

increase in
campaign revenue¹



Microsoft Advertising Solutions

Microsoft Audience Ads
Shopping Campaigns
Custom Audiences
Remarketing



ThriftBooks boosts revenue with Microsoft Advertising

ThriftBooks, a Tukwila, Washington-based online bookseller, has been selling new and used books since the summer of 2003. Search engine marketing (SEM) has been the cornerstone of the ThriftBooks marketing strategy, and Microsoft Audience Ads turned out to be a great way to add more oomph to its existing PPC game plan.

"It's only a few clicks away to opt into Audience Ads for preexisting campaigns, making it easy to adopt at scale," says Seth Meisel, senior digital marketing manager at Thriftbooks. "We were able to extend our existing audience strategy to the Microsoft Audience Network, which gave us access to high-quality native placements and great exposure right out of the gate. Plus, the product allows for network-level bidding modifiers, so over time, as differences in performance crop up between the search and audience networks, we're able to adjust how we value traffic."

Overall, ThriftBooks is very impressed with Microsoft Advertising and the performance of Microsoft Audience Ads.



1. Thriftbooks internal data, 2019.



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Seth Meisel
Senior digital marketing manager, ThriftBooks

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