



The sweet results of partnering with Microsoft Advertising and Sales & Orders: a 476% boost in conversions for Santa Barbara Chocolate.



aka.ms/SantaBarbaraChocolates

Microsoft Advertising. Intelligent connections.





By teaming up with Sales & Orders Santa Barbara Chocolate achieved a

476%

boost in conversions



Optimizing Santa Barbara Chocolate's shopping campaigns with Microsoft Advertising led to a

315%

increase in average revenue growth and 5x return on ad spend

Microsoft Advertising Solution:



- [Microsoft Ads API](#)
- [Microsoft Merchant Center](#)
- [Product Ads](#)

Santa Barbara Chocolate and Sales & Orders: A sweet partnership for shopping campaign success

As master chocolatiers in California, Santa Barbara Chocolate's gourmet chocolates and confections are prized by both leading local pastry chefs and national vendors of the most prestigious desserts. The wholesale chocolate supplier understands the need to advertise for continued success as a business, teaming up with marketing agency Sales & Orders to manage its online advertising campaigns.

A partnership that led to sweet results

Santa Barbara Chocolate wanted a fresh start for its digital marketing portfolio after finding mediocre results with previous agency collaborations. The chocolate supplier took a chance on Sales & Orders, employing the agency to improve the performance of its shopping campaigns.

Sales & Orders harnessed its own [platform](#) to set up and manage shopping campaigns for Santa Barbara Chocolate. The platform's integration with [Microsoft Ads API](#) allowed Sales & Orders to optimize the chocolate supplier's product titles by injecting actual search terms used by shoppers and applying hyper-focused location targeting. The agency then created product-level ad groups for both shopping and search campaigns using [product ads](#) on [Microsoft Merchant Center](#).

With this approach, Santa Barbara Chocolate attained the sweet results it craved. The master chocolatier achieved a **476%** increase in conversion rate¹, raised its average revenue growth by **315%** in less than a year 1, and experienced a 5X boost in ROAS¹.

With the help of the Sales & Orders platform coupled with Microsoft Advertising, Santa Barbara Chocolate garnered advertising success. This sets the chocolate connoisseur up for future wins, ensuring the company continues to supply delectable, high-quality chocolates to chefs and bakers the world over.

"After comparing quite a few marketing firms, Sales & Orders became our company's first choice for digital marketing management because of their results-driven orientation. Before finding them, we had tried other partners to manage our online advertising. Those results were mediocre because we felt these other companies did not take the time to fully understand the product range of what we sell." - Santa Barbara Chocolate



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Sales & Orders Internal Data, 2019.