



Microsoft Advertising's smart campaigns perform for Munson Guitars: 80% decrease in CPA over 90 days



aka.ms/MunsonGuitars.com

Microsoft Advertising. Intelligent connections.



“Our business is ultimately about serving customers and making them guitars, not investing a huge amount of time to get website visitors to convert into customers, and the smart campaigns product enables us to do that.”

Carl Munson, Owner, Munson Guitars,



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Microsoft Advertising's [smart campaigns](#) comprised

63%



of Munson Guitar's total website traffic, with 6% converting to filling out forms.

Munson Guitars achieved an

80%

decrease in CPA after 90 days of using [smart campaigns](#).

Microsoft Advertising Solution:

→ [Smart Campaigns](#)



Munson Guitars: Making noise, making sales, and building a brand with smart campaigns from Microsoft Advertising

As a custom guitar maker in Britain, [Munson Guitars](#) combines traditional craftsmanship with the latest technology to build bespoke guitars. Yet as a small business, the British guitar manufacturer doesn't have enough time or budget to manage complex advertising campaigns. Despite this, Munson Guitars recognizes the importance of driving traffic to its website to build brand awareness and increase conversions.

A smarter way to advertise

Munson Guitars turned to Microsoft Advertising's [smart campaigns](#) to garner paid and qualified traffic with good leads. Smart campaigns use Microsoft's artificial intelligence technology to create and manage advertising campaigns, setting up multiple ads with minimal work. Smart campaigns enable simple and easy advertising on the Microsoft Search Network, doing the heavy lifting for small businesses.

Setting up smart campaigns for Munson Guitars didn't require much effort, with owner Carl Munson plugging in the required details and the Microsoft Advertising platform doing the rest. Munson didn't have to do keyword research in the beginning or manage the campaign until the end. Another benefit was the level of insights the platform provided along with seeing everything at a glance.

With [smart campaigns](#), Munson Guitars achieved an 80% drop in cost per acquisition after 90 days. Traffic also increased for the Munson Guitars website, with smart campaigns making up 63% of the business's total website traffic, and 6% of that traffic converting to filling out forms. This positive performance would not have been possible without the minimum effort yet maximum results that Microsoft Advertising's smart campaigns offer small businesses