



## Click thru rate increase

+69%



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+28%



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- Hilary Giesler, global digital marketing manager, Bose



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### Bose turns up the volume on holiday sales

Whether you’re rocking out to a favorite song, getting lost in a movie or hearing a loved one’s voice, audio technology innovator and retailer [Bose](#) wants to give you the best listening experience possible. Bose is one of the leading audio companies, with products ranging from wireless sport earbuds, portable speakers, smart speakers, noise-canceling headphones and other audio equipment.

### All in for e-commerce

With competition heating up for holiday shopping, Bose knew it needed to increase its online presence and reach a new, untapped audience of audiophiles. As more people turn to online shopping, investing in search engine marketing (SEM) has become more important than ever. “We look at paid search as the vehicle that’s going to capture that in-market consumer when they start researching a product or when they’re ready to buy,” says Hilary Giesler, global digital marketing manager for Bose.

### Holiday campaign success with Microsoft Advertising

Bose achieved a 69% increase in click-through rates (CTRs) when looking at the Black Friday to Cyber Monday period year over year. In-market Audiences alone led to a CTR that was a 28% higher rate than non-audience visitors and converted at a 21% higher rate. A whopping 47% of all traffic visits came from using audience targeting features in concert, specifically Remarketing, Similar Audiences and In-market Audiences. This powerful family of features help businesses see stronger ad engagement and returns by focusing marketing on the customers most likely to convert. “From a revenue and sales perspective, we’ve always received positive return on investment [ROI] from Microsoft Advertising,” says paid search director James Ko at Bose agency, MediaCom.

Source: Bose Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.