Microsoft

L.L.Bean

L.L.Bean believes the more time you spend outside together, the better. That's why the company designs products that make it easier to take longer walks, have deeper talks and never worry about the weather. It's like the L.L.Bean founder always said – being outside brings out the best in us.
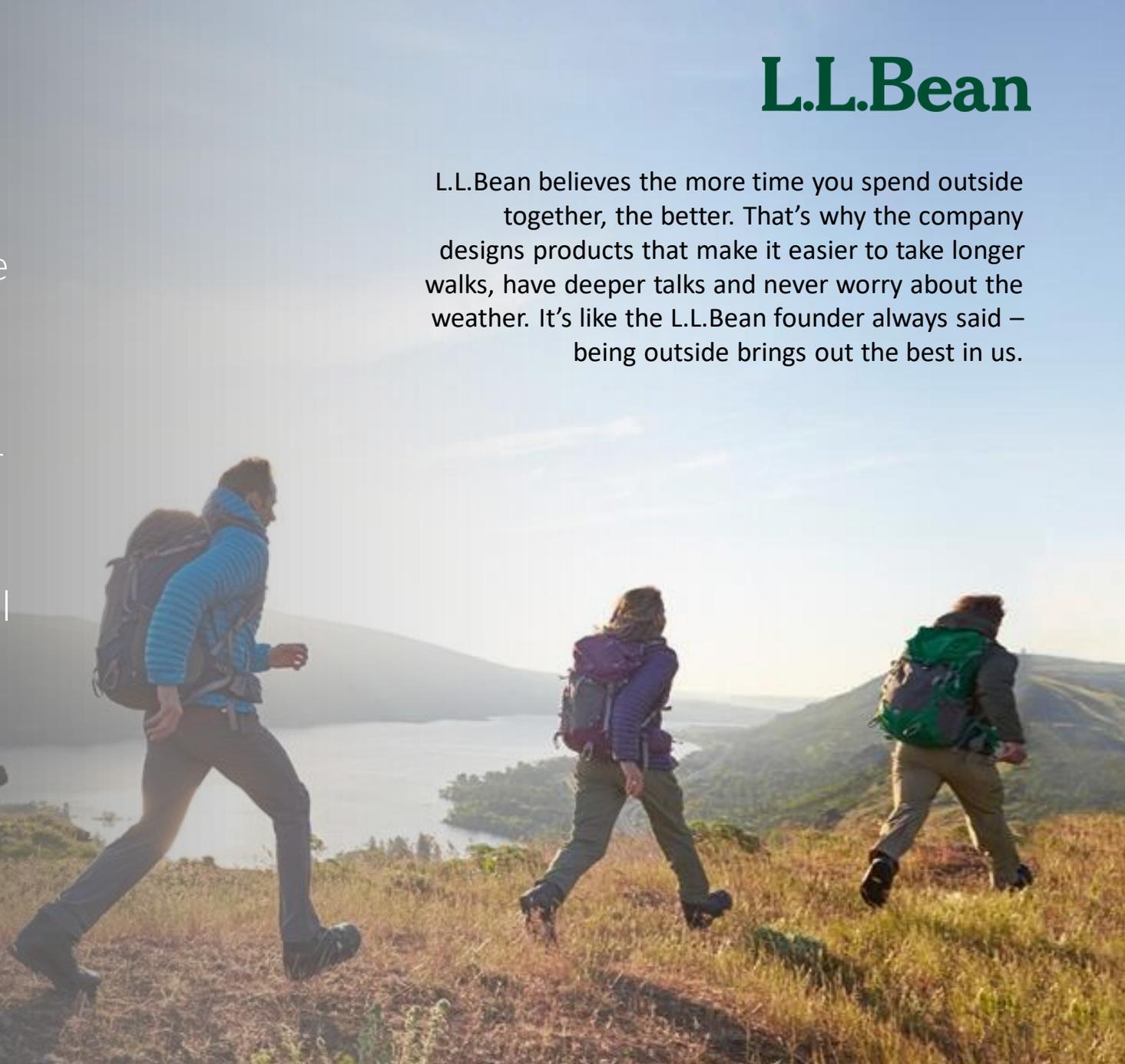
"In partnership with our account team, we have built a Microsoft Audience Network campaign that reaches consumers throughout the entire marketing funnel. We are leveraging Product Ads as a lower funnel, evergreen, feed-based approach, while also driving upper funnel awareness by running Image Ads during promotional time periods. Doing so has allowed us to efficiently expand our reach, while achieving our ROAS goals."

-- Hailey White, Performance Marketing Analyst, L.L.Bean

Microsoft Advertising. Intelligent connections.

L.L.Bean

+350 conversions in 4 weeks

The Business Objectives

Drive purchases through ROAS-focused evergreen feed-based campaigns, while driving new customer acquisition and reactivations through promotional time period image ad campaigns.

Why The Microsoft Audience Network?

Continuously exceeds ROAS goals while driving conversions, utilizing always-on Product Ads and Dynamic Remarketing targeting, complemented by In-Market, Similar and Remarketing for Image Ads.

DYNAMIC REMARKETING

↓25%	↓41%	↑52%
Lower eCPCs	Decrease in CPA	Increase in ROAS

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Source: Microsoft Internal Data, 5/4/20 through 8/4/2020 comparing Microsoft Audience Network Product Audiences to search feed.