“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

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.
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