Merkle helped the client achieve

182%

increase in return on ad spend (ROAS).

Decreased cost per acquisition (CPA) by:

75%

Microsoft Advertising solutions used:

→ Microsoft Audience Network
→ Dynamic Remarketing

"The Microsoft Advertising team were wonderful partners helping set up and test a brand-new ad format with the Microsoft Audience Network and Dynamic Remarketing. Together, we crafted a comprehensive testing plan and saw tremendous success in the 2019 holiday season with these products! Thank you to this team for their continuous support and partnership." - Merkle

MERKLE.

Microsoft

LINK TO STORY

Fashion retailer achieves holiday campaign success with Microsoft Advertising

One of the largest leading US fashion apparel brands, the company sits at the forefront of fashion and technology. They believe in living for the moment, dressing for the moment, and having a strong individual style. And as a brand so focused on the individual, they needed a tailored approach to the 2019 holiday season to help them capture more volume while continuing to drive conversions.

Increasing reach and targeting the right audiences during the holiday season

The 2019 Christmas holiday season was approaching, and the client was looking to get incremental volume, while still maintaining their return on ad spend (ROAS) and cost per acquisition (CPA) goals.

Their partner in advertising and marketing, Merkle teamed up with Microsoft Advertising to create a comprehensive plan to help the client achieve their holiday goals. The Merkle team met with Microsoft Advertising to get an in-depth 1:1 session on the Microsoft Audience Network to help create a custom plan for their client. The teams developed a recommended combination of products to help the client get the incremental volume they wanted while still optimizing for their ROAS and CPA goals. The combination utilized the Microsoft Audience Network and Dynamic Remarketing.

The combination of Audience Ads on The Microsoft Audience Network and Dynamic Remarketing, helped the client achieve a **182% higher ROAS and 153% increase in conversion ratesfootnote[1]** than standard search. Achieving their goal of incremental volume while increasing the effectiveness of their ads. By suggesting a tailored approach truly focused on achieving their goals, Merkle and Microsoft Advertising helped the client excel during the holiday season. After such tremendous success, they are now adjusting and scaling out this digital advertising solution.

1 Internal Merkle Data, 2019

Microsoft Advertising. Intelligent Connections.