



Month over month
revenue growth

+224%



Riachuelo achieved
strong ROAS of

4.08%



“Through the partnership with the Riachuelo performance team and the attentive Microsoft Advertising team, we were able to scale our results in a short time, applying the recommended best practices and achieving success in our client's main business metrics. We were very excited about the results and we certainly have Microsoft Advertising campaigns as important allies in the media strategy.”

-- Bruna Dea, Digital Strategy Coordinator, i-Cherry

Brazilian retailer Riachuelo drives eCommerce growth with Microsoft Advertising

In Brazil, [Riachuelo](#) is one of the country's leading retailers. In 1947, brothers Nevaldo and Newton Rocha founded the Guararapes Group. It all started with a fabric store in Natal, Rio Grande do Norte, Brazil. Today, more than 300 stores and 40,000 employees later, the vision of Riachuelo is to facilitate access to fashion, bringing the consumer agility, quality, and fair value. In recent years, Riachuelo has been positioning itself as an inclusive brand that supports and embraces minorities, body acceptance and diversity.

COVID-19 forces closure of brick and mortar stores

At the onset of COVID-19, Riachuelo – along with so many businesses - brick and mortar stores were impacted and forced to close, prioritizing the need to transform the Riachuelo website into the main sales channel of the brand. In addition to digital brand presence having become the main channel of reach and engagement with consumers, the need to monetize performance campaigns had become essential for the health of the business, and a key priority had become acquiring qualified traffic to the website.

Riachuelo expands ecommerce footprint

Riachuelo turned to digital marketing agency [i-Cherry](#), a strategic partner to create and execute new campaigns designed to drive traffic to their website across a variety of digital marketing channels. Working together with Microsoft Advertising, the teams conducted a Health Check of the account to optimize campaigns, implement best practices, drive traffic, increase ecommerce sales and drive company profitability.

Digital marketing results exceeded expectations

In May 2020, once campaign optimizations were implemented, a significant increase in revenue was recognized. The month accounted for 65% of revenue captured throughout 2020 and represents an increase of 224% compared to the second-best month (April). The conversion rate accompanied the strong revenue results. The Return on Ad Spend (ROAS) grew month-over-month to a 4.08 ROAS, significantly higher than that consolidated in the first three months of the year.

RIACHUELO



[VIEW THE CUSTOMER
STORY](#)

Riachuelo Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.