



Achieved growth and highest average order value

\$670



BB Wheels achieved impressive return on ad spend (ROAS)

13x ROAS



“While the return on ad spend alone has been impressive, partnering with Sales & Orders has been the true source of success for us with Microsoft Advertising. We couldn't be happier with the results of our campaigns.”

--Dean Goebel, President, CFO, COO, BB Wheels

BB WHEELS



VIEW THE CUSTOMER STORY

BB Wheels crushes their goals with Shopping ads

Family-owned and operated since its founding in 2010, BB Wheels specializes in an ecommerce business that delivers wheels, tires and vehicle accessories anywhere to consumers in the lower 48 states. Their goal is a simple, yet impactful one; small-town personal service with high-quality products at prices that our big city competitors can't beat. BB Wheels had a somewhat, non-traditional start in the ecommerce world but one that has allowed them to remain on point when it comes to being operationally efficient and numbers driven in all decision-making processes.

Revved up to race to the finish line with Shopping campaigns

So that they could focus more intently on their customers needs, BB Wheels tapped [Microsoft Advertising Select Partner Sales & Orders](#). As a full-scale solution for Shopping, BB Wheels could remain confident that both their product feeds and [Shopping campaigns](#) were in the right hands and being optimized to effectively and efficiently reach and engage shoppers on the Microsoft Advertising platform.

High Octane Growth for BB Wheels

By combining their unique approach in product-level Shopping campaign structure with segmenting campaigns based on shopper behavior across devices including mobile and desktop, BB Wheels was able to hyper-optimize for profitability – achieving more than a 13X return on ad spend as a result. Not one for sticking to the "status quo," the team then began to root out ill-performing. With only the real winners driving success, BB Wheels saw one of their highest average order values ever, hitting \$670 all while remaining profitable even after factoring in their cost of goods sold.