



"Our partnership with Microsoft Advertising has allowed us to better serve the thousands of ecommerce businesses owners who trust us to spearhead their efforts to reach more shoppers and increase sales online."

- Anthony Capetola, CMO, Sales & Orders



VIEW THE CUSTOMER STORY

Achieved impressive YoY revenue growth

+70%



Simply Speakers achieved impressive return on ad spend (ROAS)

8x ROAS



Simply Speakers grows impressive ecommerce audio business

Since 1992, [Simply Speakers](#) has been providing its customers with reliable, high quality service for their loudspeaker parts and service-related needs. What began as a small shop in St. Petersburg, Florida has grown into one of the largest factory authorized speaker parts and service centers in the United States. With a growing online business, Simply Speakers turned to a digital marketing strategy to help them reach and engage a broader audience of audio enthusiasts and audio and video professionals.

Seeks sound advice to drive growth

With an ecommerce redesign on the horizon, Simply Speakers General Manager, Sean Ryan sought the help of [Microsoft Advertising Partner Sales & Orders](#) to expand the reach of their products, drive more traffic to their online store, and increase revenue. Sales & Orders is recognized as a leading solution provider with expertise in managing and optimizing ecommerce Shopping campaigns.

Trusting Sales & Orders to design and execute a high impact digital strategy, their account manager invested in [Shopping campaigns](#) to reach and engage shoppers on the Microsoft Advertising platform. Since this was a previously untapped market for them, Simply Speakers felt confident that they could reach new shoppers while also building an entirely separate audience for [remarketing](#) as well.

Seeks sound advice to drive growth

By combining the flexibility of the Sales & Orders platform with its native integration to [Microsoft Merchant Center](#), the Simply Speakers [product feed](#) was quickly relaunched and drove impressive results, including YoY revenue increase of 70%, conversion rates up 10%, and a ROAS of 8X.

Simply Speakers and Sales & Orders Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.