



“The partnership with Microsoft Advertising enabled us to achieve a 10X on Return on Ad Spend (ROAS), month on month. As we continue to grow across markets and product lines, we are excited to expand our reach with search through our partnership Microsoft Advertising.”
-- Srishty Mishra, Sr. Manager of Digital Marketing, Wakefit



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Quarterly revenue growth

+71%



Wakefit achieved impressive return on ad spend (ROAS)

10x ROAS



Background

Headquartered in Bangalore, [Wakefit](#) started as a sweet dream that would revolutionize the mattress market in India. Founded in 2016, Wakefit understood that there were several gaps in the existing market including the use of poor raw materials and inflated prices. In response to these challenges, Wakefit launched as an online-first direct to consumer brand that provides superior foam mattresses with a 100-day return policy. In a span of four short years, Wakefit now employs over 600 personnel, and are targeting a revenue of [INR 450 crores](#) in FY2021.

The Journey

In 2020, COVID-19 changed the way consumers look at their homes. As they began to spend more time indoors, many looked to upgrade their surroundings. It no longer was simply a place to rest after a long day at work. It had become a place of work, play, relaxation and much more. Wakefit observed that the demand for the home solutions segment had evolved and multiplied.

Impact

Through its partnership with Microsoft Advertising, Wakefit raked in phenomenal results. The brand drove a quarterly growth of 80% in the website traffic through Microsoft Search Advertising, resulting in a 71% rise in revenue while maintaining an ROAS of 10. The brand saw a 131% growth Quarter on Quarter in overall search volumes on the Microsoft Search Platforms. Wakefit continues to remain at the forefront of search advertising and is excited to expand its reach through the new features like [Customer Match](#), [Shopping](#), and [In-market Audiences](#).

Wakefit internal data, 2020.

Microsoft Advertising. Intelligent Connections.