



**“We are very happy with the performance and see there is huge potential here. People like to buy products they can see, so with shopping campaigns it really helps us get our products in front of customers.”**

**Roger Wäfler**  
CEO, haar-shop.ch

[SIGN UP FOR MICROSOFT ADVERTISING >](#)

Shopping campaigns reduced CPCs

**25%**

year-on-year across all campaigns



Shopping campaigns added

**125%**

Incremental clicks for the brand



And conversions also increased

**67%**

year-on-year delivering strong results



## Increasing online visibility with Microsoft Shopping Campaigns

Swiss retailer haar-shop.ch is an online hub for hair and beauty products online. The introduction of Microsoft Shopping campaigns to Switzerland has helped to strengthen the online visibility of the brand, bringing haar-shop.ch's products to the forefront of the consumer search experience. With the help of digital marketing agency Webrepublic, haar-shop.ch is utilising Microsoft Advertising as an important performance channel to grow its business.

### Adopting a brand-first approach

There is a philosophy at haar-shop.ch to always try new performance channels and product features that highlight its impressive brand portfolio. The company mission is to connect consumers with these trusted brands, driving customer satisfaction and revenue for both haar-shop.ch and its partners.

When Microsoft Advertising launched shopping campaigns in the Swiss market in November 2019, this represented a brand new channel for haar-shop.ch to try.

“The adoption of Microsoft Shopping Campaigns has allowed haar-shop.ch to take a brand-first approach” said Sophie Schönenberger, Senior Consultant E-Commerce, Webrepublic AG, “By developing campaigns which focus on specific brands rather than solely products, haar-shop.ch have been able to drive visibility and volume for their most-trusted brand partners.”

After testing the format for almost a year, haar-shop.ch has seen great results for Microsoft Shopping campaigns, with CPCs decreasing 25%, clicks increasing 125% and conversions increasing 67% year-on-year. These results have highlighted the potential of the platform and will usher in the next period of growth for the company.



Webrepublic internal data, year-on-year comparisons between November 2019 and November 2020.