



Demand for home improvement products increased



Click Volume Increased
+70%



"It's exciting to see that we can specifically target to the people who are more relevant to our business. We're increasing our efficiency, our targeted ads, and making sure that we're getting in front of the right people."

— Aaron Viperman, Senior Search Engine Marketing Specialist with Build with Ferguson



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Build with Ferguson constructs bigger returns

With people spending more time in their homes than ever before due to COVID-19, interest in remodeling projects, new fixtures, lighting, and appliances grew. In store business at many home improvement retail stores, however, was impacted by the pandemic. Fortunately for eCommerce business leader [Build with Ferguson \(Build\)](#), they were ready.

In early 2020, despite the uncertainty caused by the pandemic, Build stayed the course with its digital marketing strategy and paid attention to consumer behavior trends and insights gathered from Microsoft Advertising. As consumer activities started shifting, the company observed a growing interest in a variety of products, including touchless faucets to help prevent the spreading coronavirus, along with bidets as stores ran out of toilet paper. Those early unique behaviors were followed by a surge in broader home improvement products.

Build focused on three digital advertising products with Microsoft Advertising to maximize their online reach: [Microsoft Advertising Syndication](#), [Dynamic Search Ads \(DSA\)](#), and the [Microsoft Audience Network](#). Their strategy produced impressive results, as the company saw a 70% increase in click volume with Microsoft Advertising from 2019 to 2020, with these three products as key drivers of that growth.

Source: Build with Ferguson Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.