



Microsoft Audience Ads added

43%



New conversions when implemented with dynamic remarketing

Microsoft Audience Ads received

67%



Higher conversion rate compared to standard shopping campaigns

Microsoft Audience Ads delivered

45%



Cheaper CPA compared to standard shopping campaigns

## Hotel Chocolat finds sweet spot with Microsoft Audience Ads

British chocolatier Hotel Chocolat is one of the UK's largest chocolate retail franchises. Working with digital agency Stellar Search, Hotel Chocolat set aggressive revenue targets for its digital advertising to deliver. In 2020 the agency recommended implementing Microsoft Audience Ads as a new digital discipline that would expand the reach of Hotel Chocolat's campaigns.

Stellar Search supported Hotel Chocolat in achieving a more holistic digital strategy across the customer journey. As Head of Paid Media Operations, Nicole Inacio outlines: "We were already doing smaller display activity with Google and Facebook Ads so knew that Hotel Chocolat had assets that we could use for Audience Ads. We also wanted to expand the reach for the brand so when this new avenue came along, we were all very excited."

### Compelling results that drive conversions

Stellar Search decided to implement three different Audience Ads campaigns for Hotel Chocolat, each focused on a different audience targeting product: in-market audiences, remarketing, and dynamic remarketing.

The unique combination of interconnected targeting strategies made for a compelling overall performance on the Microsoft Audience Network. Audience Ads in the in-market and remarketing campaigns increased the reach of Hotel Chocolat's campaigns, bringing 52% more impressions to overall search activity. In addition, conversion rates were 30% higher than generic search campaigns whilst maintaining the same cost-per-acquisition (CPA) as standard search.

Dynamic remarketing meanwhile increased shopping clicks by 78% and conversions by 43%. The conversion rate was 67% higher than standard shopping campaigns and because of the strong number of conversions and cheaper clicks, the overall CPA was 45% cheaper than standard shopping campaigns.

As Nicole stated: "These results are very encouraging and if I compare them to campaigns we run in other platforms it's a lot cheaper."

**"Microsoft Audience Ads allow us to communicate with a consistent message wherever our customers are searching or browsing online."**

Nicole Inacio,  
Head of Paid Media Operations, Stellar Search

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