



Learn how vidaXL leveraged Dynamic Search Campaigns and shopping campaigns to increase reach and brand awareness



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Microsoft Advertising. Intelligent connections.



Customer:

vidaXL

Industry:

Retail: Home and Garden

Country:

Netherlands

Date:

November 2021

Feature focus:

- [Shopping campaigns](#)
- [Dynamic Search Ads](#)

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Impact:

Using Dynamic Search Campaigns and shopping campaigns, vidaXL was able to increase reach and brand awareness and plans to scale and grow further with Microsoft Advertising.

+4%
ROAS

+18%
CTR

+166%
Web Traffic

"We have the ambition to grow every year, expand to other markets, and make people aware of our concept. Brand awareness and reach are key metrics for us to fulfill our ambitions. With Microsoft Advertising, we are able to get a lot of extra reach and grow our business."

Stefan Dereks, SEA Specialist, vidaXL

Data source: vidaXL Internal Data, 2021.

Microsoft Advertising. Great relationships start here.