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

Microsoft Advertising. Intelligent connections.

Learn More
Customer: vidaXL
Industry: Retail: Home and Garden
Country: Netherlands
Date: November 2021
Feature focus:
• Shopping campaigns
• Dynamic Search Ads

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

Microsoft Advertising. Great relationships start here.

Data source: vidaXL Internal Data, 2021.