



"I think Microsoft Advertising is the easiest marketing platform on the market. And the support that I received from the Microsoft Advertising team in France was tremendous. It's the only team that really supported me from day one. They explained from the very start how to find the right keywords and how to set up my first campaign."

- Mathilde Vuillemenot, founder of French Address

French Address

PARIS - FRANCE



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CUSTOMER STORY](#)

30%

lower cost per click (CPC)
(compared to other platforms)

6x

higher click-through rate (CTR)
(compared to other platforms)



French Address opens international doors with Microsoft Advertising

Launched in March 2021, [French Address](#) is a boutique-style, ecommerce site that celebrates time-honored French craftsmanship by curating and exporting luxury homeware and accessories from lesser-known, artisanal brands. Having searched with Microsoft Bing herself, French Address founder Mathilde Vuillemenot decided to leverage Microsoft Advertising to help her sell products like handmade porcelain and earthenware and mouth-blown glass to shoppers in Canada and the United States.

Mathilde used Microsoft Advertising to surface the most impactful keywords and understand audience demographics. Mathilde found Microsoft Advertising surprisingly easy to use, especially compared to other platforms. Plus, the local Microsoft Advertising team provided plenty of support to help her get up and running quickly and accelerate results.

Within two months of using Microsoft Advertising, Mathilde gained a wealth of data insights that have enabled her to connect with shoppers and drive sales. She can use Microsoft Advertising to identify where French Address prospects are in the marketing funnel and connect with them through targeted campaigns, whether they're seeking inspiration or are ready to buy.

Plus, she finds that Microsoft Advertising offers excellent value compared to other platforms, noting that click-through rates are six times higher, while the cost per link is 30% lower. As her business grows, Mathilde continues to broaden her use of Microsoft Advertising. She's currently testing [In-market Audiences](#) and plans to experiment with [Display Advertising](#) and [LinkedIn Profile Targeting](#).

Source: French Address Internal Data, 2021.

Microsoft Advertising. Intelligent Connections.