



"MSAN has helped us increase Schuhe24's reach in the German market, we've been surprised but very happy that the CPCs in the campaign are so low."

Adam Bojanczyk, Product Strategist, Smarketer



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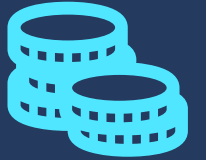
MSAN brought more reach increasing clicks for Schuhe24

15%



MSAN achieved great results at lower cost-per-click

-50%



Expanding digital footprint for Schuhe 24 with the Microsoft Audience Network

Founded in 2013, [Schuhe24](#) is now one of the leading e-commerce platforms for shoe and fashion retailers. For almost 4 years, Schuhe24 has been supported in optimising and expanding their digital strategy by [Smarketer](#), the leading SEA agency in Google and Microsoft Advertising. Smarketer's work focuses on individual consulting and the development of performance marketing strategies.

The [Microsoft Audience Network](#) (MSAN) represented a new opportunity to make remarketing more effective and increase the scalability of the account. While adhering to strict brand safety standards, users could be contacted through image and feed-based ads with visual results. Through a variety of targeting methods, customers could be engaged across their entire customer journey.

Increased performance at lower cost-per-click

In the first three months, between February and April 2021, a measurable increase in performance was achieved through the implementation of the MSAN campaigns, with a mix of own dynamic remarketing lists and several market audiences. An additional 26% of impressions generated by the MSAN campaigns have increased the market presence of Schuhe24. In addition, clicks were increased by 15%, while average CPCs were 50% cheaper. This showed that with MSAN it is possible to achieve a large reach with much cheaper clicks. An impressive result was also achieved in terms of CPA, which was almost 50% lower for the MSAN campaigns than the CPA for the Shopping campaigns.

Smarketer Internal Data, February to April 2021.

Microsoft Advertising. Intelligent Connections.