Microsoft

Learn how MadeiraMadeira leveraged the power of the Microsoft Audience Network to grow their audience

Learn More

Microsoft Advertising. Great relationships start here.

![madeiramadeira logo]

Customer:
[MadeiraMadeira](#)

Industry:
Retail: Home and Garden

Country:
Brazil

Date:
July 2021

Feature focus:
- [Microsoft Advertising Intelligence Tool](#)
- [Microsoft Audience Network](#)

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![Microsoft logo]

Impact:

MadeiraMadeira was able to reach a highly qualified audience and achieve much higher-than-expected results with Microsoft Advertising.

-35%	**2x**	**3x**	**+318%**	**+642%**
CPC	Users	Conversions	Revenue	ROI

"[Before] we were not managed by a Microsoft Advertising team, and strengthening this relationship was critical to ensuring the exceptional results we achieved. We received valuable support from this team, from guidance to best practices to the application of optimizations."
Haila Procópio , Performance Marketing Analyst, MadeiraMadeira

Data source: MadeiraMadeira Internal Data, 2021.

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