



"By partnering with Microsoft Advertising, we could reach the 'highly qualified' audiences on the Microsoft Network and expand our consumer base. The campaign turned out to be gratifying, yielding us an increase of 1.8X ROIS from 2019."

-Akshay Ambardar, Asst. Director, Digital Marketing, Myntra



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283% Increase in impressions from 2019 to 2020

40% Increase in ROI during the non-sale season



A phenomenal growth in the **overall conversion rates in one month**

+24%

Making fashion accessible for everyone

Known as India's most trusted shopping destination for fashion and lifestyle needs, Myntra serves millions of Indians. With ~7000 fashion, lifestyle and beauty brands listed on their platform, Myntra services across 27000+ PIN codes in the country. Myntra's exclusive offerings, such as the largest in-season product catalog, promise of product authenticity, and 30-day return policy, make it the most preferred shopping destination.

Leveraging top trends to stay ahead of the curve

Given the diverse range of products, categories, brands, and sub-brands listed on the app, Myntra devised a targeting strategy according to the changing daily and weekly trends. The shopping campaign also focused on pushing the higher-performing campaigns with higher bids, and the automated bids ensured that the low-performing campaigns are eliminated.

Campaign optimizations such as keyword scrubbing, optimization of syndicate sites, and bidding are done on a regular basis, cleared redundancies, and ensured an uptick in ROI. Extensive focus on generic keywords like also helped the brand widen the campaign's reach.

Impact

As a result of the campaign, the brand could reach 61 million Microsoft users in India. Even during the non-sale season, the brand achieved a 40% increase in ROI.

Through strategically deliberated campaign optimizations, the brand witnessed a 283% increase in impressions from 2019 to 2020 and a 61% increase in sessions during the same period. The brand witnessed a 20% increase in conversion rates wrt this campaign.

Source: Myntra Internal Data

[Microsoft Advertising. Intelligent Connections.](#)