Veneta
Microsoft Advertising

PPC case Veneta: Learnings from making Microsoft Advertising a core part of our strategy

Microsoft Advertising

VENETA.COM

We sold more than

420 caravans

stacked with pleated blinds

VENETA.COM

13 years
ago it all started

4.9 million
windows covered

~350
employees

5,279,000
Users on our website (in 2024)

Our mission

A Veneta for everyone

Advisory at home

&

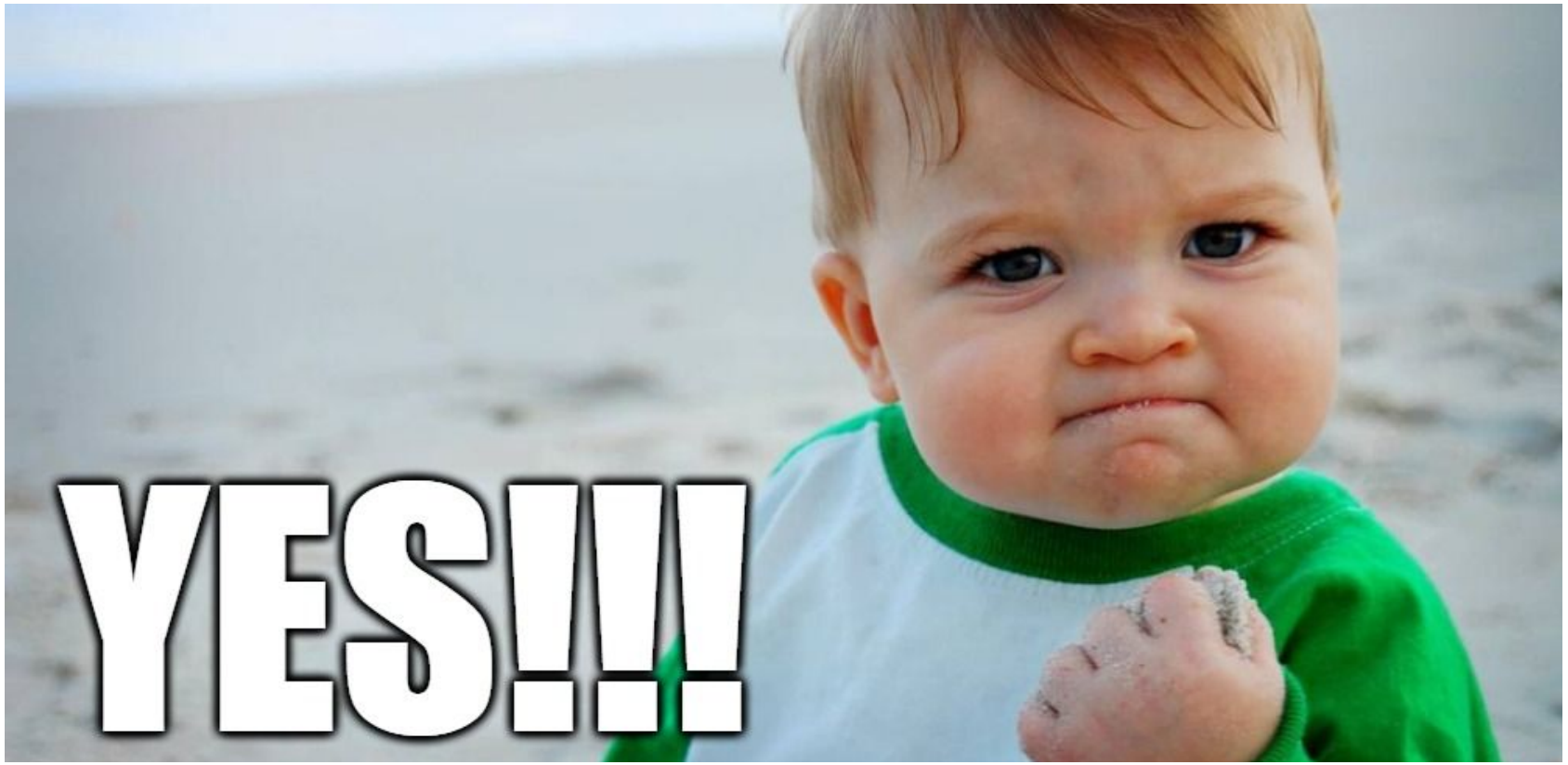
Online shop purchases

Bring the store to you

"Can we get more out of our Microsoft setup?"

More advisor requests and direct purchases

+53%



How it Started

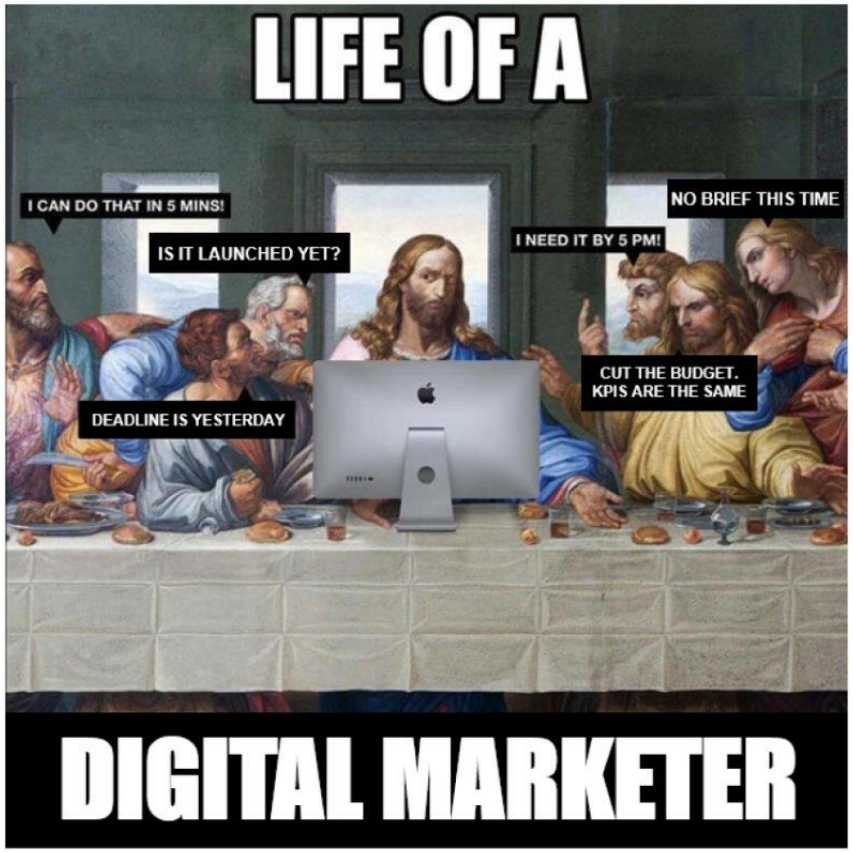
Our Challenge on Microsoft Ads

Campaigns with low data

Time Constrained

No unique MSA Strategy

Low Branded Volumes

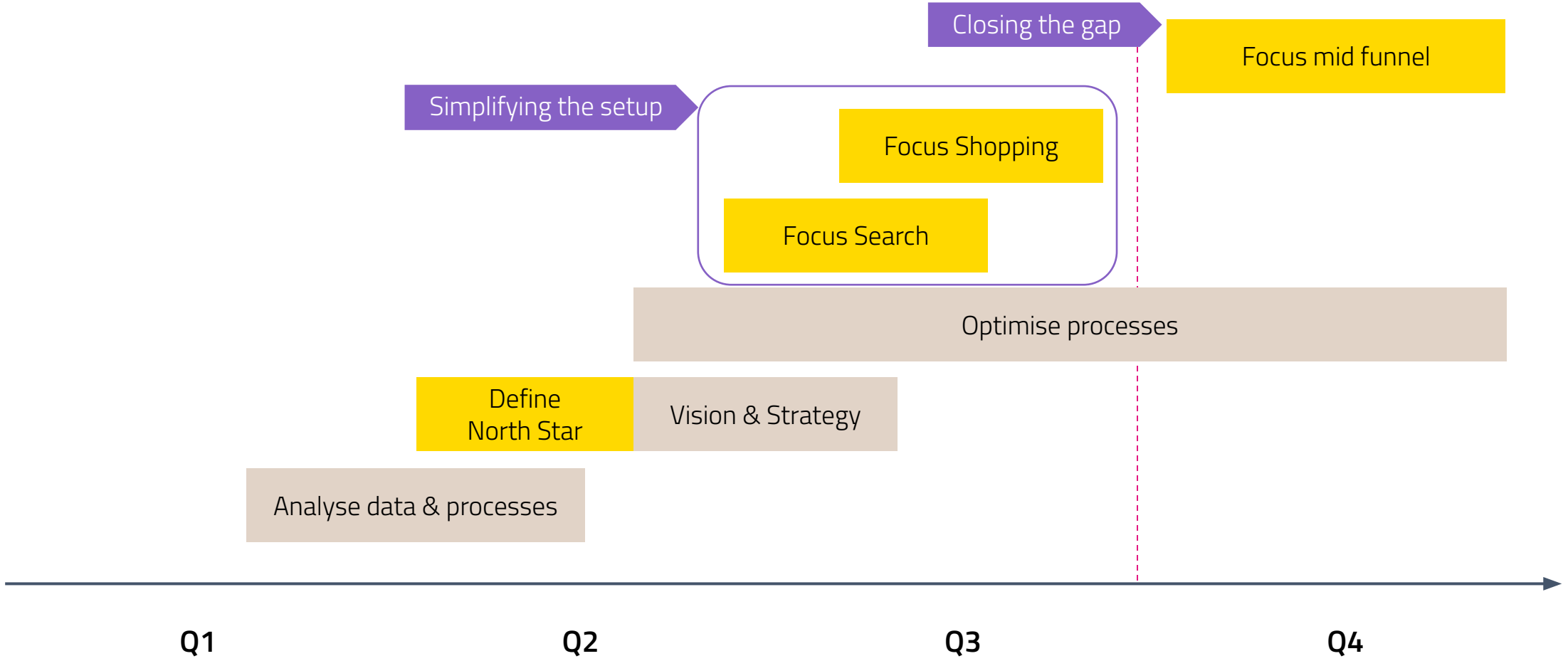


Hypothesis for 2024

With simple improvements we can match Microsoft's growing market share

and generate incremental traffic/conversions without cannibalising other channels

Our MSA roadmap 2024



#1 Simplifying The Setup

Can we combine the benefits of an import with a custom Microsoft Ads structure?

Import

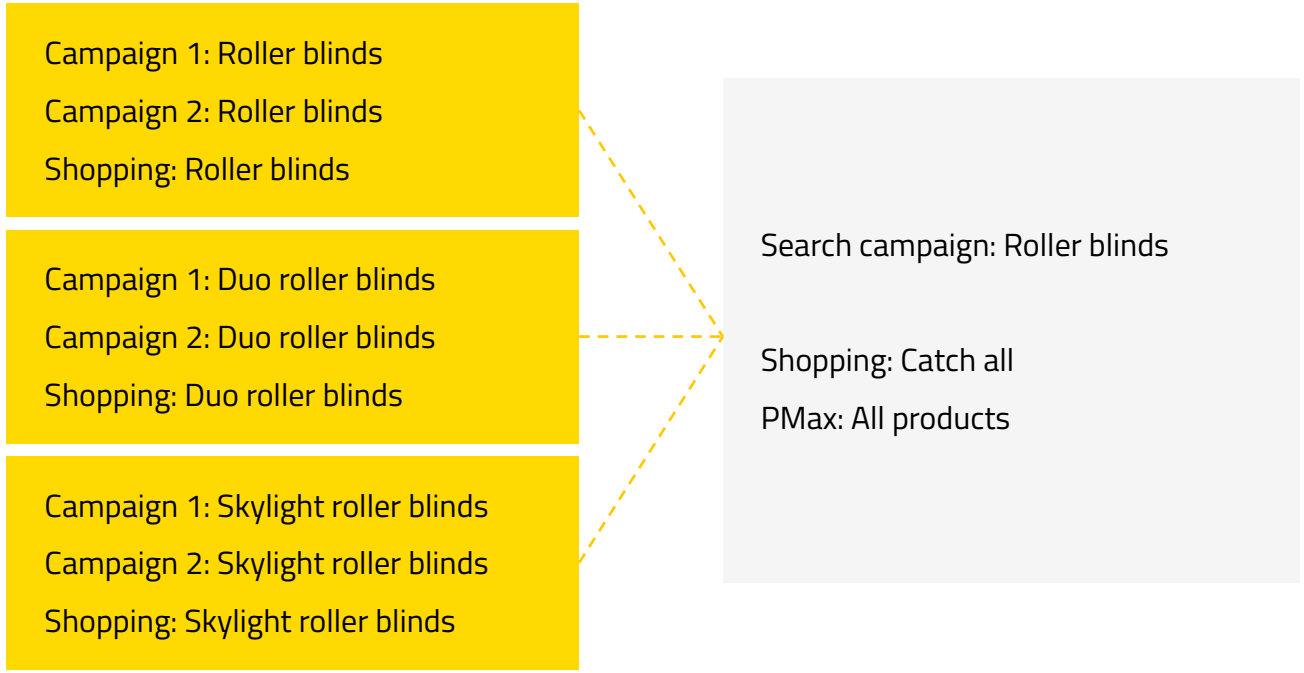
Unique Microsoft Structure

Consolidating campaigns yielded incredible data benefits

Step 1
Run import
(but don't overwrite)

Step 2
Make use of
Ad Group labels

Step 3
Assign back to new
Microsoft structure



The new setup showed a direct boost to advisor requests

Search campaigns

Reduced campaigns with data limitations **~0**

More advisor requests and direct purchases **+28%**

At the **same** or **better ROAS / CPA**

Shopping / PMax

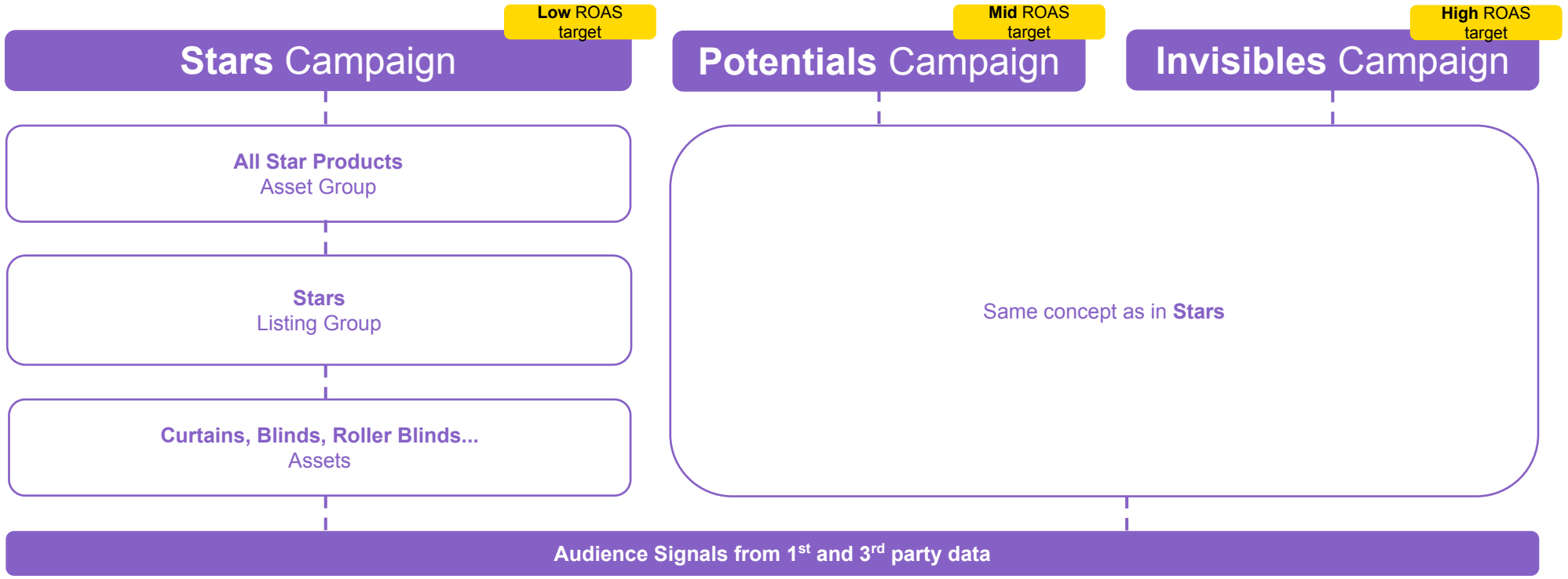
Unexpected drop in impressions **-63%**

Able to increase investments by **+21%**

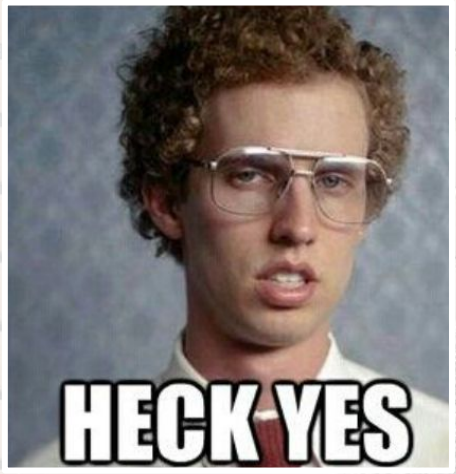
+24% Advisor requests and direct purchases

Next step is to split PMax back up in 3 campaigns

Proven effective setup in Microsoft: Dutch case study showed a doubling in ROAS



Can we combine the benefits of an import with a custom Microsoft Ads structure?



Key Learnings

- Aggregating campaigns has an **immediate performance boosting effect** in Microsoft Ads
- Bringing simplified structure **learnings back** to Google setup
- Be careful **not to overwrite** new setup with a fresh import!

#2 Closing the gap between branding & performance

Why we started our mid-funnel journey in Microsoft

OUR RESEARCH NEEDS

01

We needed a platform where we could test in small how to close the awareness/performance gap.

02

We needed to prevent overlap with our other advertising channels

03

Channel attribution data in GA4 is messy. We needed to find a way not to be dependent on it.

MICROSOFT OFFERING

01

Microsoft is a closed ecosystem that we are using already

02

O&O inventory focus prevents overlap

03

Impression-based remarketing in the Microsoft Ads platform.

04

Extensive Search Lift capabilities to measure performance impact.

Impression based remarketing allowed us to close the loop

Online video

Goal: reaching people who are not available through Google or Meta.

Display ads

Goal: following up on audience that has seen the video ad.

Performance ads

Goal: Convert during Black Friday / Cyber Monday

Overall goal: increase branded searches on MSA

Mid-Funnel Performance increase

Efficient CPMs between **€2-6**

Black Friday Week

Conversion uplift **+59%**

A/B Lift Study Results

	Video	Display/Native
Branded Search Lift	+11%	**+50% (!)**
Website visit lift	+153%	+195%

Can we close the gap between branding and performance within the Microsoft ecosystem?

Key Learnings

- Adding the mid funnel activations has a **direct impact on performance campaigns** and branded search in Bing
- **Planning ahead** allows you to get all creatives approved before starting the ramp-up phase
- Without the **Search Lift study**, we wouldn't have considered display ads for the future

Next up

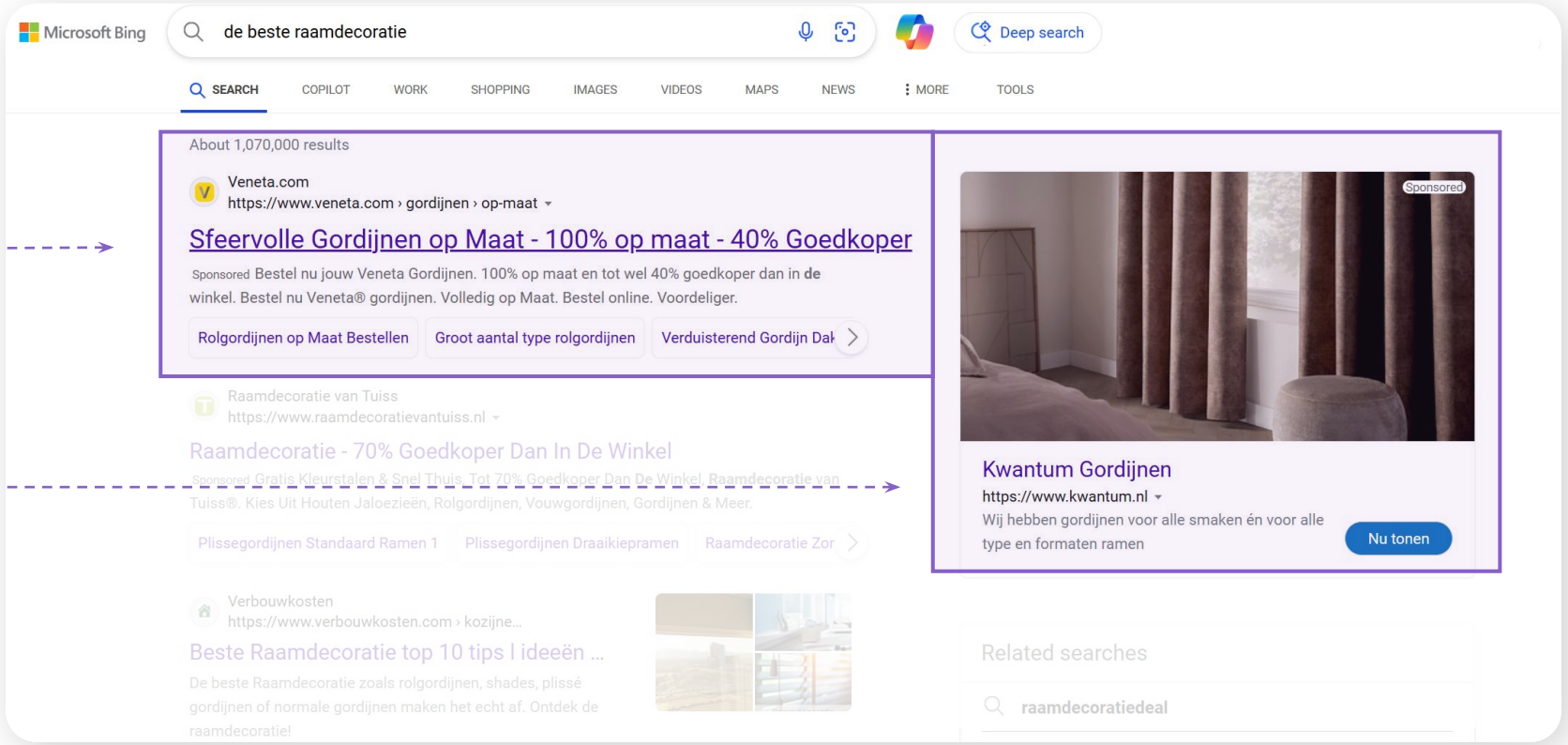
#3 Bringing visual formats to Search

Combining our best practices from other channels with Microsoft's unique features

Thinking about a SERP with two auctions

Auction 1

Auction 2



Building unique MMA campaigns improves performance

01

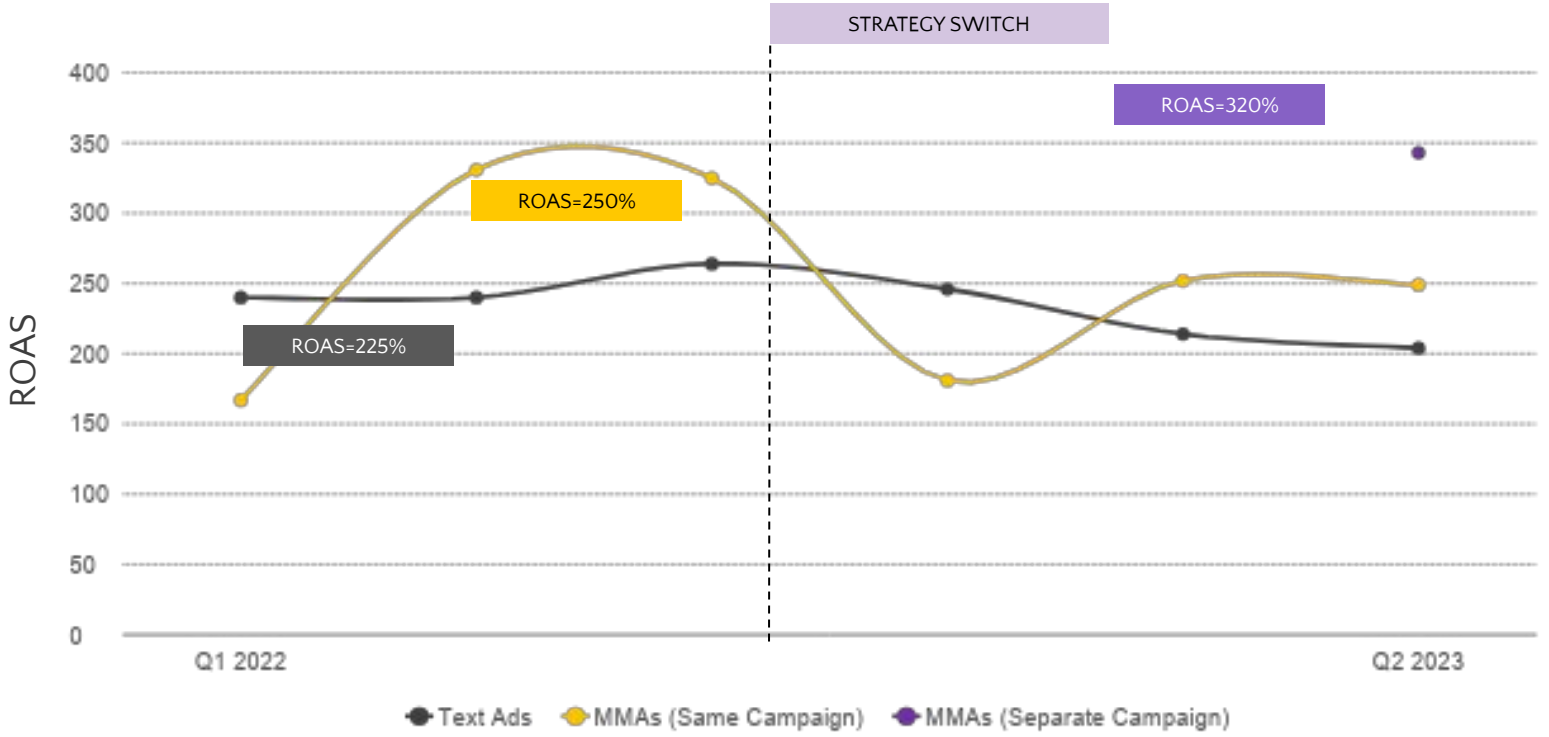
Adding MMAs in existing Search Campaigns

+ more scalable

02

Building new campaigns for MMAs

+ more control



Reflecting on our Hypothesis

With **simple improvements** we can match Microsoft's growing market share and **generate incremental traffic/conversions** without cannibalising other channels

Key Takeaways

1. Build towards your north star in small steps
2. Just a little bit attention can already make a big difference
3. Use Microsoft's unique features to stand out