

# Veneta Microsoft Advertising

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

 Microsoft Advertising

[VENETA.COM](https://www.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

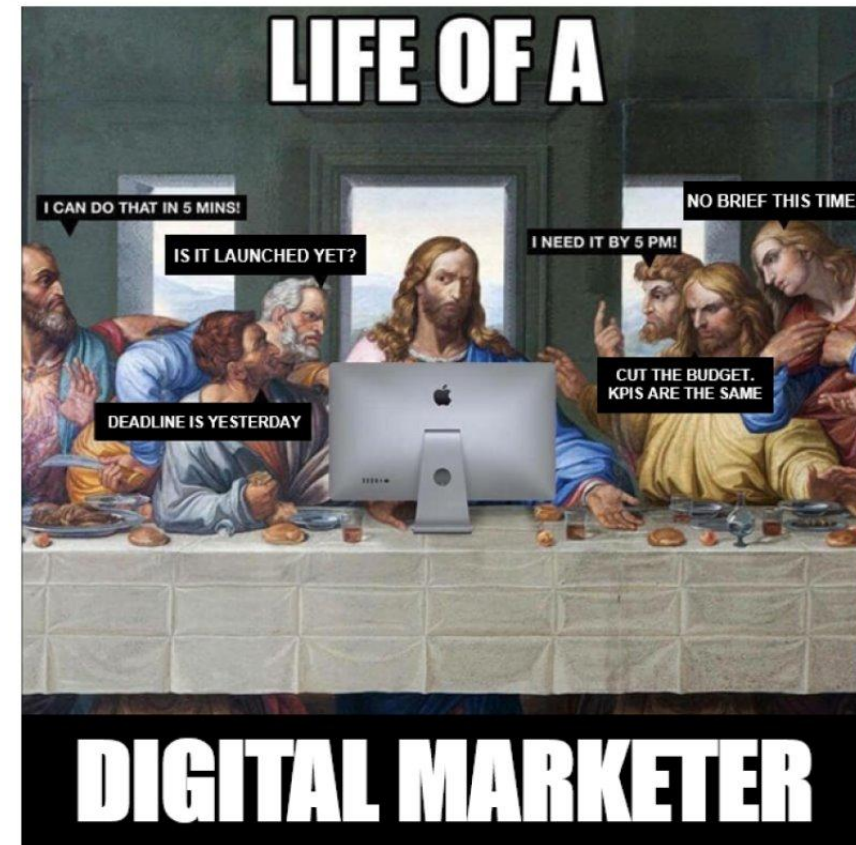
# Our Challenge on Microsoft Ads

Campaigns with low data

Time Constrained

No unique MSA Strategy

Low Branded Volumes

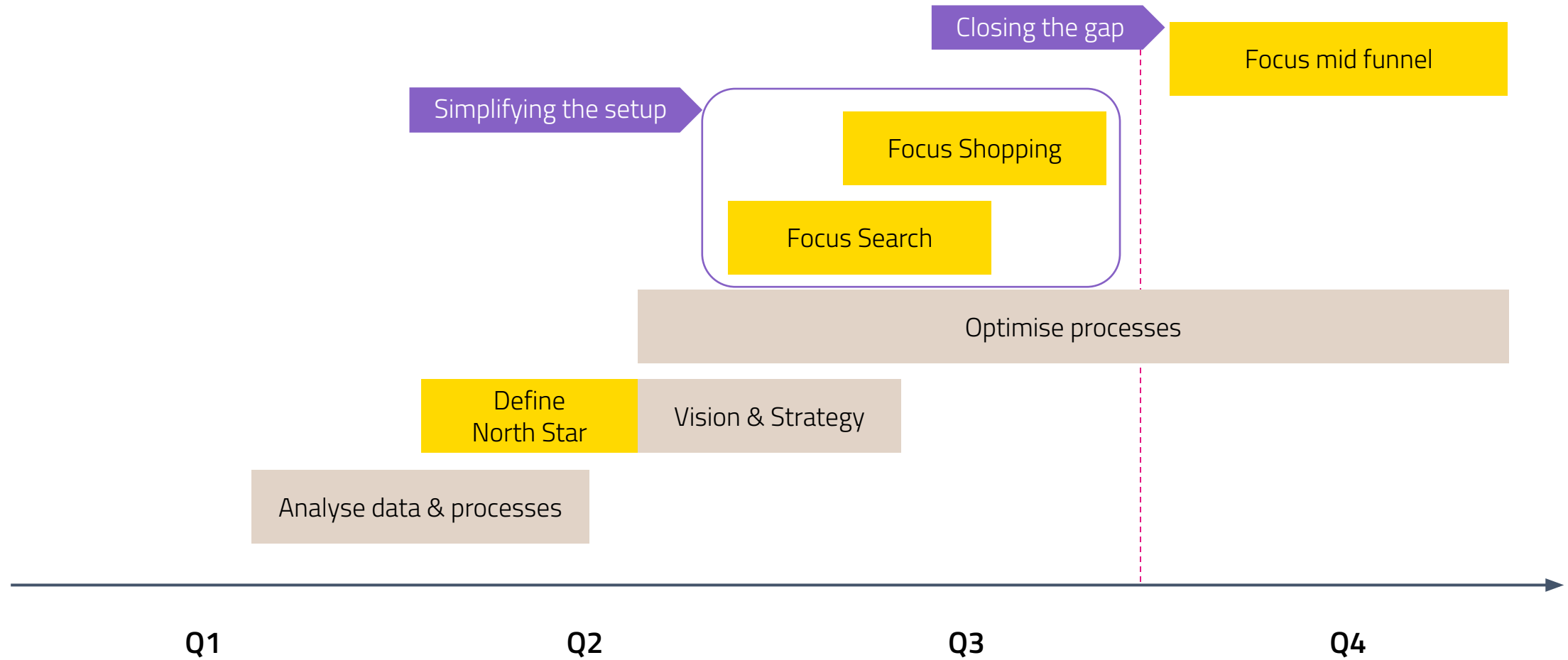


# Hypothesis for 2024

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

Campaign 1: Roller blinds  
Campaign 2: Roller blinds  
Shopping: Roller blinds

Campaign 1: Duo roller blinds  
Campaign 2: Duo roller blinds  
Shopping: Duo roller blinds

Campaign 1: Skylight roller blinds  
Campaign 2: Skylight roller blinds  
Shopping: Skylight roller blinds

Search campaign: Roller blinds  
Shopping: Catch all  
PMax: All products

# 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

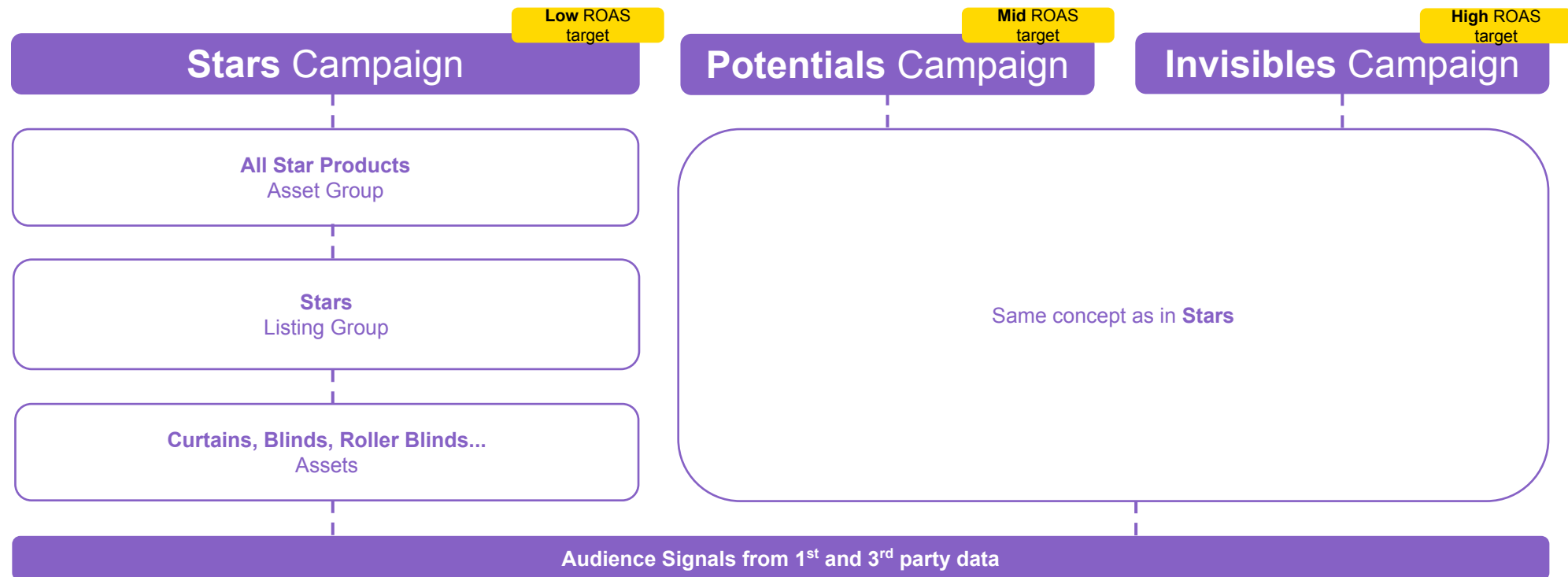
+21%

+24%

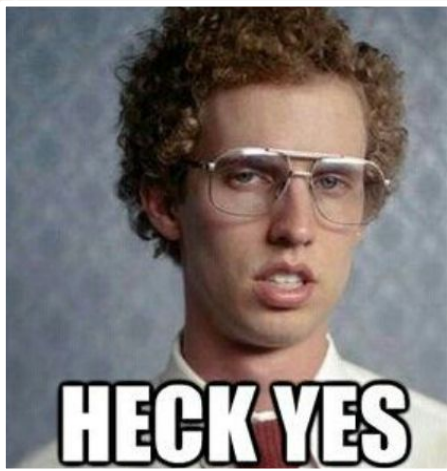
Advisor requests  
and direct purchases

# 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

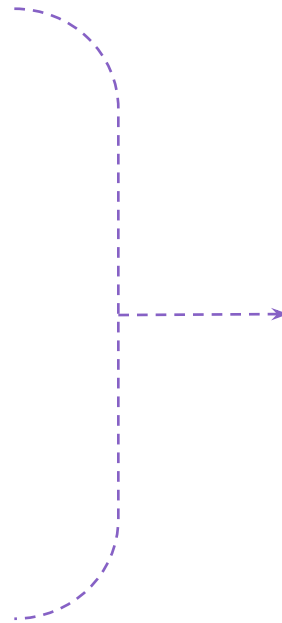
We needed a platform where we could test in small how to close the awareness/performance gap.

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

Q&Q 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.

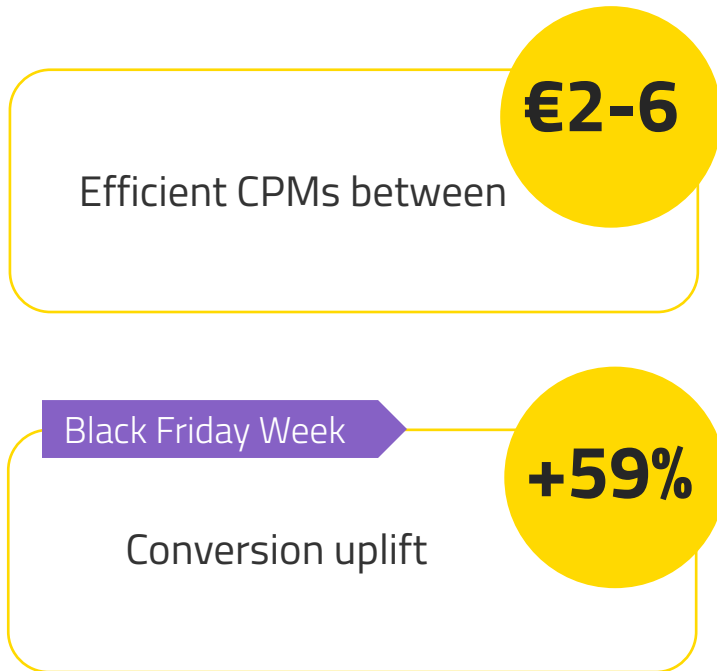


**Performance ads**

Goal: Convert during Black Friday / Cyber Monday

**Overall goal:** increase branded searches on MSA

# Mid-Funnel Performance increase



A/B Lift Study Results

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

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



I DONT  
MAKE MISTAKES

I CREATE UNEXPECTED  
LEARNING OPPORTUNITIES

## 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

The image shows a Microsoft Bing search results page for the query "de beste raamdecoratie". The page features a search bar at the top with the Microsoft Bing logo and navigation options like "SEARCH", "COPILOT", "WORK", "SHOPPING", "IMAGES", "VIDEOS", "MAPS", "NEWS", "MORE", and "TOOLS". The search results are displayed below the search bar, showing "About 1,070,000 results".

Two specific auction results are highlighted with dashed arrows and labels:

- Auction 1:** Points to a sponsored result from Veneta.com. The title is "Sfeervolle Gordijnen op Maat - 100% op maat - 40% Goedkoper". The description includes "Sponsored Bestel nu jouw Veneta Gordijnen. 100% op maat en tot wel 40% goedkoper dan in de winkel. Bestel nu Veneta® gordijnen. Volledig op Maat. Bestel online. Voordeliger." and buttons for "Rolgordijnen op Maat Bestellen", "Groot aantal type rolgordijnen", and "Verduisterend Gordijn Dak".
- Auction 2:** Points to a sponsored result from Raamdecoratie van Tuiss. The title is "Raamdecoratie - 70% Goedkoper Dan In De Winkel". The description includes "Sponsored Gratis Kleurstalen & Snel Thuis Tot 70% Goedkoper Dan De Winkel. Raamdecoratie van Tuiss®. Kies Uit Houten Jaloezieën, Rolgordijnen, Vouwgordijnen, Gordijnen & Meer." and buttons for "Plissegordijnen Standaard Ramen 1", "Plissegordijnen Draaikiepramen", and "Raamdecoratie Zor".

On the right side of the page, there is a large image of a room with curtains, labeled "Sponsored". Below the image is the title "Kwantum Gordijnen" and the URL "https://www.kwantum.nl". The description says "Wij hebben gordijnen voor alle smaken én voor alle type en formaten ramen" and includes a "Nu tonen" button.

At the bottom right, there is a "Related searches" section with the search term "raamdecoratiedaal".

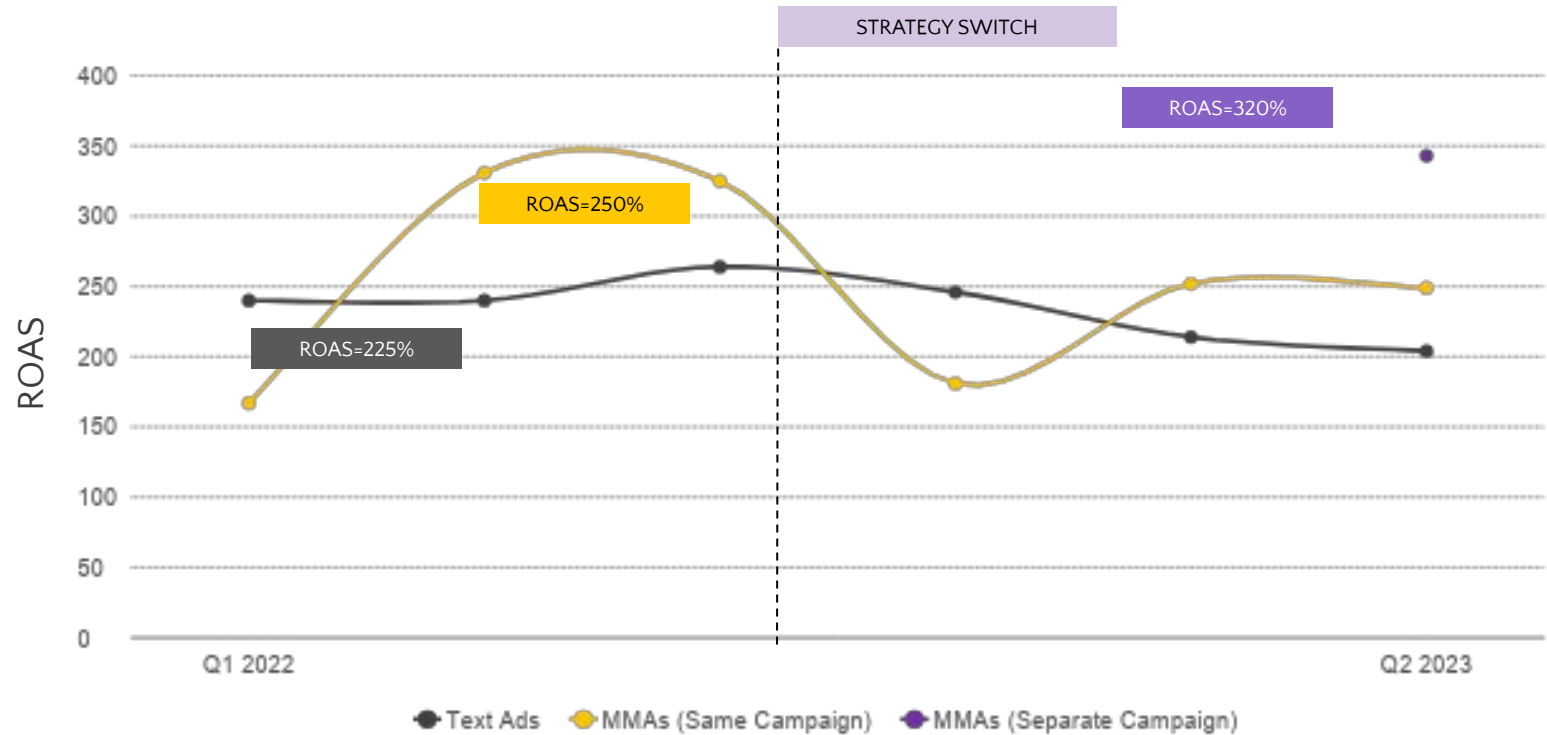
# Building unique MMA campaigns improves performance

## 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