

Learn how Sembot worked with Microsoft Advertising in Poland to crack the retail market



Microsoft Advertising. Great relationships start here.



## sembot

**Customer:** 

Sembot

**Industry**:

Retail

**Country**:

Poland

Date:

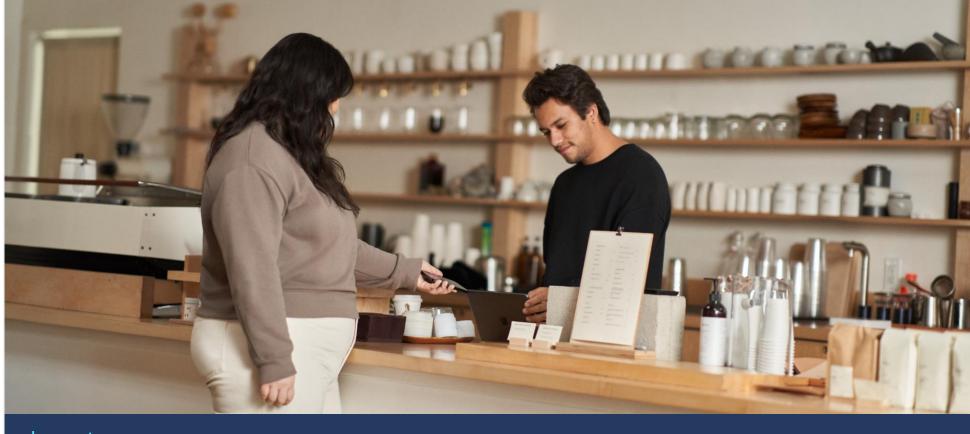
February 2022

**Feature focus:** 

Microsoft Shopping Campaigns

Read the full story >>





## Impact:

Sembot worked with health and beauty retailer Sklep Zycia to launch search and shopping campaigns with Microsoft Advertising in the Polish market. The client had never used Microsoft Advertising before but saw immediate impact as the campaigns launched.

9%

Click share versus Google

**4X** 

1550%

Cheaper cost-per-click compared to Google

Return on Ad Spend

"Microsoft Advertising represents another touch point on the customer journey – it's another channel of converting traffic for ecommerce that just works."

Michał Zieliński, Chief Operating Officer, Sembot

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