



 **165%**
Increase in lead acquisition
through remarketing

 **140%**
Increase in
conversions

"With search becoming a way of life for smartphone users, we decided to mark our presence on the SERP with search ads. Shopping ads are such a value-addition for us, bringing in a strong visual appeal and a unique positioning on the SERP. Not only did we reach the high-intent MSA exclusive audiences, but we also did strike the right chords with them. The conversion rates and the remarketing outcomes resound the success of the campaign."

- Vimlesh Maurya, Sr. Marketing Manager,
Simply Vyapar Apps Pvt Ltd



 **Microsoft**

**VIEW THE
CUSTOMER STORY**

Powering 'Fintech' for small businesses

Founded in 2016, [Vyapar](#) is the simplest and easiest billing, accounting, and inventory management application. The business stemmed from the need to mitigate the financial hassles of small businesses by digitising the process of their housekeeping and managing end-to-end financial needs. Vyapar has grown immensely since its inception and has become a dream come true for businesses in India in solving the radical challenges they face in record-keeping and ledgering, transaction tracking, identity, and risk management.

Riding the digitisation wave with shopping ads

While Vyapar provides users a complete solution to meet their needs, the key challenge the brand faced was to increase awareness and capture the right audience for conversions. The Microsoft Advertising platform unlocked new opportunities for the brand to reach exclusive, high-interest audiences to generate a higher lead score and, subsequently, deliver meaningful conversions. To reach out to these audiences and drive real impact, the Vyapar team in consultation with the InMobi team built a unique and innovative experience by combining search and shopping ads activations.

Taking the road less travelled

Vyapar decided to leverage shopping ads in a distinct and non-traditional way. Shopping ads are designed specifically to enable brands drive desired actions amongst customers by showcasing their products in a concise yet effective manner, thereby helping in develop a stronger purchase intent. They also enable brands to capture much more real estate on the search engine results page (SERP).

Thriving conversions, lowered costs

As a result of the combined strategy adopted, Vyapar saw an astounding 140% increase in conversions and a massive 165% increase in lead acquisition through remarketing from Q2 to Q4, 2021. With rigorous ad optimisations done on the Microsoft Advertising platform, Vyapar witnessed a whopping 99% conversions exclusively driven from the search campaigns.

Source: Simply Vyapar Internal Data