

# America's Best

Delivers a fresh look to more customers with a broader upper-funnel strategy



## The goal

[America's Best](#) wanted to reach more people needing vision care, especially those who hadn't considered an exam or a new prescription. So they partnered again with [Rise](#), a Quad agency.

Their long-running collaboration with Microsoft Advertising already included a [successful lower-funnel campaign](#) that raised an important question...

What if the brand could connect with audiences even earlier in their journey?

This effort centered on capturing everyday moments of people imagining a fresh look, rethinking an old prescription, or simply wanting to take better care of their eyes.

## The solution

Rise shaped the new upper-funnel strategy by examining past successes. In the earlier campaign, [Performance Max](#) helped increase eye exam signups and reduce CPA, a strong signal that automated tools could support the brand's goals. That achievement opened the door to testing a broader approach in 2025.

America's Best expanded into higher-funnel formats across Microsoft Advertising. Their "Every Eye Deserves Better" campaign featured bright, high-energy creative with a bold red, white, and blue palette and fresh-faced imagery. That look carried the message into:

- [Search ads](#) for early curiosity and exploration
- Static image [Native ads](#) within trusted content environments
- [Audience ads](#), paired with Microsoft's [audience targeting tools](#) across in-market, remarketing, and impression-based lists

## The results

40%

of total site traffic from expanded upper-funnel activity

25%

of 2025 budget generating nearly one-third of conversions