

Amsive

Retail

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Performance Max

Amsive delivers 1,042% ROAS with search-led DTC campaigns for premium food brand

The goal

As the legendary purveyor of applewood smoked bacon, Nueske's built its reputation in the restaurant and wholesale worlds. In response to the pandemic, the company placed greater emphasis on its direct-to-consumer (DTC) channel to build a robust e-commerce business in parallel with its traditional sales.

With the decision to accelerate its DTC growth, Nueske's partnered with its digital agency team, Amsive. Their mission? Reach high-intent shoppers and boost online revenue across multiple ad placements—without overspending. That's where Microsoft Advertising stepped in, offering the tools and strategic support they needed to make it happen.

The solution

To take things up a notch, Amsive rolled out a Microsoft Performance Max campaign featuring Nueske's entire product catalog. Instead of starting from scratch, they smartly imported their existing Google setup, adapted it for Microsoft Advertising Platform, and added signals to guide the platform toward the right mix of search and audience placements.

One campaign for all products. Smart targeting through keyword themes and customer signals. Managing bid strategies for conversions. Crystal-clear tracking. With the groundwork in place, the campaign began delivering value in weeks, not months.

"We were just trying to scale up revenue. Performance Max didn't necessarily have to be profitable. Now, it's our second most profitable placement on Bing after branded search. It also ranks in the top three across all placements on the four to five platforms we're running."

Jon KaganDirector of Search and Media Strategy
Amsive

The results

Right out of the gate, Performance Max proved itself as a powerhouse for Nueske's DTC growth. Early wins made it clear that Performance Max was quickly becoming one of their most effective channels.

1,042%

Performance Max delivered 1,042% ROAS, performing at the same level as branded search

12%

Lift in conversion rates



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