

Avansas

Retail

[Visit our website](#)



Performance Max

Avansas achieves phenomenal growth in conversions and ROAS with a much lower CPA.

The goal

Known for competitive prices, easy order, and fast delivery, Avansas is a go-to e-commerce site for office supplies in Türkiye. Despite rising traffic costs, the brand continued to deliver a strong performance, maintaining steady momentum in conversion growth and demonstrating the effectiveness of its digital strategy. In response, Avansas wanted to find a way to keep sales volumes high without compromising on returns and cost efficiency.

The solution

Partnering with Microsoft Advertising, InMobi Advertising, and Optdcom, Avansas found a winning solution through Performance Max. Microsoft Advertising's ability to target working audiences and professionals aligned perfectly with the brand's core base. Performance Max helped reach these audiences efficiently by unifying Search, Shopping, and Audience Ads, creating an AI-powered campaign that built diverse audiences, tested creatives, and ensured ads served where they were most effective. With strategic recommendations from InMobi and implementation by Optdcom, Avansas reached users across Microsoft's ecosystem at the right time and in the right way.

"With Microsoft Advertising, we unlocked an effective way to reach a unique professional audience showing high intent through its AI-powered Performance Max campaign. Strategic guidance and support from InMobi Advertising and Optdcom drove success, leading us to increase our investment."

Batuhan Çetin,
Performance Marketing
Executive Avansas

The result

75x

Growth in conversions

2.5x

Return on ad spend
(ROAS)

58%

Improved conversion
rate

39%

Lower CPA compared to
previous campaigns



Ready to get started with us?

Learn more here: [Sign up — Microsoft Advertising](#)