

SUCCESS STORIES

Blissy

Retail

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55% Boost in revenue as a result of the campaign

51% Higher ROI than other search platforms

Search, Shopping & Video ads

How Blissy achieved a 55% boost in revenue with Microsoft Advertising

The goal

As pioneers of premium silk products for hair and skin, Blissy was founded on creating simple elegant products that support daily hair and skin care routines.

The brand's challenge was to compete with e-commerce giants, keep the mid and lower funnel active, and record sales throughout the year.

It sought profitable and sustainable channels to acquire customers while maximizing impression share.

The solution

To extend search advertising coverage and enhance acquisition capabilities, Blissy partnered with Microsoft Advertising and InMobi to leverage [Search](#), [Shopping](#), and [Video](#) ads.

To drive awareness with shoppers, Blissy leveraged Video ads with engaging creatives. For mid- and lower-funnel objectives, Dynamic Remarketing helped target a wide audience from existing customers to those with products in carts.

"This campaign, in partnership with Microsoft Advertising and InMobi, has surpassed our expectations in efficiently growing mid and lower-funnel conversions. It helped maximize our brand's coverage, ensuring that we are always relevant in the digital landscape."

Brooks Browning
Sr. Digital Marketing Manager
Blissy

The results

The results for Blissy were outstanding.

Even during the non-festive periods (Q1 to Q2 2023), it saw a **20% growth in clicks and over 7% reduction in CPCs**. This resulted in higher profits compared to other search advertising platforms. Additionally, there was an impressive **55% boost in revenue, a remarkable 32% growth in conversions and a 51% higher return on investment** compared to other competitors.

32%
Growth in conversions



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