

SUCCESS STORIES

Choice Furniture Superstore

Retail

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107% Higher conversions driven by the campaign

14x Increase recorded on campaign return on ad spend

Audience ads

Choice Furniture Superstore delivers a 14x return on ad spend

The goal

Choice Furniture Superstore (CFS), a Leicester-based furniture retailer shipping nationwide, is among the UK's fastest-growing furniture destinations known for its high-quality furniture and customer service.

The brand embarked on a mission to revolutionize its sales process. From enhancing lead generation via targeted online advertising to boosting revenue through increased sales volumes, CFS aimed to elevate all aspects of its operations.

The solution

CFS teamed up with InMobi and Microsoft Advertising for an extensive campaign. Search, Shopping, and Multimedia ads captivated online shoppers with compelling visuals.

Premium native and display ads on the Microsoft Advertising Network targeted high-value audiences. Combining Audience and Search campaigns significantly increased return on ad spend (ROAS). Dynamic Remarketing re-engaged previous website visitors, with in-market audiences targeting high-intent shoppers.

“With high-intent channels and a multi-faceted approach, we've achieved exceptional results. The conversion boost, CPA reduction, and RoAS is a testament to the remarkable growth powered by our collaboration with Microsoft Advertising and InMobi.”

Sohail Khan
Marketing Director
Choice Furniture Superstore

The results

Leveraging Microsoft Advertising's high-value audiences, CFS soared to success, boosting conversions by 2x and slashing CPA by 30%. From January to June 2023, the campaign's RoAS skyrocketed to over 14x, up from 6x in the preceding six months (July to December 2022). Concurrently, overall revenue surged by 2.45x during the same periods.

30%
Reduction in cost per acquisition (CPA)

2x
Surge in revenue during the campaign



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