

Clarks



Clarks steps into the right campaign fit and drives 22% more orders

The goal

Rising traffic costs and intensifying competition on Google made it difficult to meet sales targets. Clarks needed to find additional revenue opportunities without compromising traffic or sales volume. Working with its marketing agency, [Tinuiti](#), the brand turned its focus to Microsoft Advertising to diversify its approach.

Together, they shifted their marketing strategy for [Performance Max \(PMax\)](#) with a goal to reduce cost per sessions (CPS) and increase revenue, all while staying within a limited budget. From there, the team would work on improving sales metrics like order volume, conversion rates (CVR), and return on ad spend (ROAS).



The solution

After strong performance from [Search ads](#), Tinuiti worked with Clarks to refine PMax. Running multiple campaigns limited conversion volume, keeping campaigns in the learning phase and constraining CPS, CVR, and ROAS. To address this, the team implemented a streamlined approach...

Consolidate campaign structure: Combining two to three segmented campaigns centralized data and improved learning phases.

Layer in shopping inventory: Incorporating [inventory](#) from the brand's product feed allowed the team to increase exposure across the catalog.

Enhance audience signals: Introducing more prospecting and [retargeting](#) audience groups helped Clarks target new audiences aligned with their customer personas as well as re-engage past purchasers.

Scale strategically: The team started with reduced budgets, then increased investment as main KPIs (CPS, CVR, ROAS) improved.

The results

With everything in one campaign, the algorithm had more data to work with, helping it get out of the learning phase faster and start scaling. Once that happened, performance picked up.

Orders increased by 22%, while spend dropped by 6%. CPC fell 15% and CPS dropped 13%, making traffic more efficient overall. CVR improved by 10%, which helped drive a 25% lift in ROAS. And the campaign reached a much larger audience—with 248% more impressions—to support scalable growth.

Beyond performance gains, the test also provided clearer insights into what was driving results, giving the team a stronger, data-backed foundation for continuing to scale in the second half of the year.