

SUCCESS STORIES

Dis-Chem Health

Health Insurance

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2.3x growth in sales volume from Microsoft Advertising campaigns

4.5x increase in RoAS in Microsoft Advertising campaigns

Search & Audience ads

Dis-Chem Health grows sales volume by 2.3x with Microsoft Advertising

The goal

Dis-Chem Health is a leading retail pharmacy group in South Africa offering health and beauty products, supplements, household and electrical items, health clinics, and insurance services.

While marketing and selling Dis-Chem Health in South Africa, the brand had two main goals: First, to acquire leads digitally, and second, to elevate product awareness. To achieve this, Dis-Chem Health partnered with Microsoft Advertising and InMobi. They aimed for remarkable performance at sustainable costs of acquisition by tapping into new high-intent audiences.

The solution

Dis-Chem Health aimed to boost performance by enhancing brand visibility on the search engine results page (SERP). The brand adopted a unique branded and category-based combination of [Search](#) and [Audience ads](#) to maximize reach.

Dis-Chem Health started with Search ads, refining keywords and conducting A/B tests to enhance visibility. Gradually, they transitioned to automated bidding and improved on volume, reducing the cost per sale. Utilizing In-market Audiences and optimizing campaigns further enhanced brand visibility and increased overall volume.

“Partnering with Microsoft Advertising and InMobi was a game-changer.

Audience ads amplified our reach, exceeding lead expectations and boosting sales volume while maintaining consistent and cost-effective acquisition.”

Guy Eagle
Head of Digital Marketing
Dis-Chem Health

The results

Dis-Chem Health saw a **40% improvement in the sales conversion rate** from the first to the most recent month. The search campaign led to a 61% improvement in lead conversions in six months and a 5% brand volume boost. The Display campaign secured 38% of the overall sales within Microsoft Advertising. There was also a **2.3x growth in sales volume from Microsoft Advertising campaigns** from April to October 2023. Additionally, **return-on-ad-spend in Microsoft Advertising campaigns increased 4.5x** from April to October 2023.

40%

Improvement in the sales conversion rate



Ready to get started with us?

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