

# Falabella Peru

Retail

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## Performance Max

### The goal

In a rapidly shifting digital landscape, Falabella Peru, set out to redefine how a leading retail brand connects with modern shoppers.

To sustain its position across Latin America, the company needed to streamline discovery across its expansive product catalog and capture high-intent shoppers while improving precision and efficiency.

In partnership with Aleph, Falabella Peru made a strategic shift toward a more automated, efficient, and scalable performance model, built for speed, scalability, and long-term growth.

### The solution

Falabella Peru implemented a multi-campaign strategy centered on Performance Max, guided closely by Aleph. Instead of a single, broad campaign, the team launched four dedicated Performance Max campaigns, aligned to key business units.

This deliberate segmentation enabled tailored creative assets and budget allocation while accelerating Microsoft Advertising's algorithm to learn faster and optimize more efficiently. As a result, each campaign quickly identified high-value audiences, optimized with precision and delivered profitable outcomes with a significantly reduced ramp-up period.

*"During June 2025, we activated Microsoft Advertising and achieved very positive results: the channel closed with a Cost-to-Income Ratio (CIR) 34% below the average and delivered a 4% increase in average order value, establishing itself as an efficient lever for both cost efficiency and purchase value".*

**Isabela Vera**  
Senior Performance Specialist  
Falabella Peru

### The results

By strategically segmenting its Performance Max campaigns, Falabella Peru achieved a meaningful lift in both efficiency and performance.

The results demonstrated how Microsoft Advertising can accelerate sales growth while deepening customer engagement across multiple business units.

14x

Return on Ad Spend (ROAS) achieved across all campaigns

32%

higher Conversion Rate (CTR) compared to Search campaigns when both were active



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