

# Foxtale

Beauty and Personal Care

[Visit our website](#)



699% increase in unique visitors

22x Return on Ad Spend (ROAS)

## Search, Shopping, Performance Max, and Audience Ads

Foxtale achieves 22X ROAS and scales up investment on Microsoft Advertising

### The goal

Foxtale, a skincare brand from India, takes its name from the foxtail palm - a plant that looks ordinary yet plays a vital role in coffee plantations. Its fronds enrich the soil, its roots prevent erosion, and its presence helps coffee plants thrive. That quiet, sustaining strength mirrors Foxtale's ambition: to stand out in a crowded skincare market and grow with purpose.

The brand set its sights on amplifying awareness and driving conversions beyond traditional channels, while keeping ROAS strong and making every rupee count.

### The solution

Partnering with Microsoft Advertising and InMobi Advertising, Foxtale launched a multi-format brand and performance campaign on Microsoft Advertising. The brand leaned into Search and Shopping ads to capture high-intent audiences, then expanded with Performance Max and Audience ads. While Search and Shopping ads drove steady conversions, Performance Max optimized creatives and placements using Microsoft's AI. Audience ads connected Foxtale with tech-savvy professionals and beauty enthusiasts across Microsoft's premium platforms such as Outlook, MSN, and Edge – perfectly matching its urban target group. Together, smart targeting and strategic optimization delivered visibility, conversions, and a healthy ROAS.

“Partnering with Microsoft Advertising and InMobi opened new growth opportunities for Foxtale. The performance matched our expectations, driving both sales and brand awareness, and even surprised us with stronger conversion rates compared to other platforms. We have already increased our investment in the platform.”

**Farhan Ahmad**  
Senior Performance Executive  
Foxtale

### The results

With the combined power of Search, Shopping ads, Performance Max, and Audience ads, Foxtale achieved results that exceeded expectations. The brand not only drove visibility and conversions but also outperformed other platforms prompting increased investment in Microsoft Advertising.

56% increase in campaign spends

#1 performer in conversion rates



## Ready to get started with us?

Learn more here: [Sign up — Microsoft Advertising](#)