

Goudwisselkantoor

Generates 665% conversion lift at a lower CPC with Audience ads



The challenge

As a trusted family business and leader in the Dutch, Belgian, and German gold market, [Goudwisselkantoor](#) has been buying and selling gold, jewelry, watches, coins, and bullion since 1984, helping customers preserve, realize, and celebrate value.

The brand was already running successful lower-funnel [Search campaigns](#). But Search can become expensive, so Goudwisselkantoor wanted to expand its efforts to drive more upper- and mid-funnel awareness and create incremental demand in a scalable, efficient way while still supporting downstream conversions.

The solution

Goudwisselkantoor and Microsoft Advertising launched a full-funnel [Audience ads](#) strategy across Image, Native, and Video ad placements. Together, they aimed to build awareness by reaching consumers during meaningful gifting milestones.

They pinpointed new opportunities by segmenting audiences by life stage and age and used [in-market audiences](#) to target visitors looking for jewelry, watches, wedding rings, and gifting, as well as past visitors and similar audiences. By re-engaging shoppers who were previously exposed earlier in the funnel with [impression-based remarketing](#), they were able to create a compounding funnel that continuously directed the right audiences to Goudwisselkantoor at the right times.

Throughout the campaign, the team worked closely with Microsoft Advertising to fine-tune its strategy. Using data and creative learnings, ongoing optimizations included publisher exclusions, adjustments to ad delivery timing, and positive bid modifiers.

The results

665% Conversion lift

81% Lower CPC vs Search