

Lenovo

Sets the pace for AI-led Search and Shopping with a 106% increase in ROAS



The goal

Best-in-class global technology company [Lenovo](#) operates in a fast-moving tech category, where shoppers research, compare, and decide across different stages of the buying process. Reaching people who are ready to buy requires an approach that can adjust as intent shifts.

The goal was to increase return on ad spend, unlock incremental demand, and establish a more agile, future-ready way to run and improve their ads. As an innovative industry leader, Lenovo wanted to take advantage of AI-driven capabilities to push the boundaries of how [Search](#) and [Shopping](#) perform together during the most competitive periods of the year in its EMEA market.

Working with [Assembly Global](#) and Microsoft Advertising, Lenovo focused on rethinking how campaigns are structured and optimized so performance could keep up with changing shopper behavior across markets.



The solution

Lenovo adopted [Performance Max \(PMax\)](#) as its main campaign tool in 2024, replacing older shopping setups. Key steps included:

- ✓ **Aligning bidding to business outcomes:** Using [automated, value-based bidding](#) in campaigns gave systems room to learn before gradually aligning with Lenovo's return goals.
- ✓ **Extending presence into Copilot experiences:** Ads were eligible to appear in [Microsoft Copilot](#), helping Lenovo tap into conversational AI elements, reaching people as they asked questions, compared options, and explored what to buy.
- ✓ **Strengthening creative during key periods:** Lenovo deployed comprehensive creative coverage across all PMax categories, combining always-on, non-promotional assets with refreshed Black Friday creative during promotional periods. Each category exceeded minimum requirements, ensuring AI had sufficient inputs throughout the peak period.
- ✓ **Guiding targeting without limiting reach:** [Audience signals](#) added helpful context from first- and third-party data.

The results

104%

Increase in conversion rate

106%

Increase in return on ad spend