

# MediaMarktSaturn Germany

Retail

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**23x** Higher ROAS through Audience ads

**26x** Higher conversion rate on the Microsoft feed-based campaign

## Audience ads

### How MediaMarkt increased Holiday Season revenue with Microsoft Advertising

#### The goal

From gaming PCs, coffee machines, washing machines, and beyond, people shop at mediamarkt.de for great products and deals.

The goal was to activate a new incremental performance display channel to maintain high efficiency at scale and improve ROAS. That's why the team decided to work with Microsoft Advertising.

"With Microsoft, we were able to reach very engaged audiences."

#### Elke Fuchs

Teamlead Digital Paid Media  
MediaMarktSaturn

#### The solution

Remarketing combined with Microsoft's audience intelligence is driving high-quality traffic and user engagement delivering incremental revenue at scale.

- After successful test in Summer 2023 agency and the client decided to incorporate **feed-based audience campaign** as an evergreen approach for the holiday season. Because the feed-based campaign was performing well, client and the agency decided to expand in November and December.
- **Audience ads** were driving incremental revenue, delivered **competitive media KPIs** and outperforming other platforms in terms of ROAS.
- MediaMarktSaturn Brand resonated extremely well with Microsoft tech savvy audience and the workday consumer browsing and shopping on Microsoft properties like: Microsoft Start, Edge and Outlook.

To achieve high efficiency at scale and improve ROAS, the team created a remarketing campaign that leveraged Microsoft's audience intelligence, and:

- Incorporated a feed-based audience campaign for the holiday season.
- Included Audience ads to drive incremental revenue, deliver competitive media KPIs and outperform ROAS compared to other platforms.

#### The results

The MediaMarkt Campaign resonated extremely well with tech savvy Microsoft audiences—in fact, the Microsoft Audience Campaign **delivered a 23x higher ROAS** compared to other campaigns. The precise targeting approach combined with the Microsoft audience intelligence consistently delivered high-quality traffic, which was well monetized. The conversion rate on the **Microsoft feed-based campaign was 26x higher** compared to other campaigns.

Competitive bids and easy to implement campaign setup empowered the MediaMarkt team to achieve more volume than anticipated. With the Microsoft feed-based audience campaign, **MediaMarkt generated a 14x higher revenue** within the October through December campaign timeframe.

With the incredible success of this initiative, **MediaMarkt will continue optimizing their performance campaigns**. In the near future, MediaMarkt also plans to take advantage of Microsoft's omni-channel, multi format solutions across the entire customer journey.



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