

# NAOMI

Re-engages wellness shoppers to boost campaign health and lift conversions by 800%



## The goal

As a small-to-medium business (SMB), the NAOMI team had to make every advertising dollar work harder so they could compete with the many other direct-to-consumer (DTC) health supplement brands targeting the same shoppers.

NAOMI had already adopted [Performance Max \(PMax\)](#) to help increase conversions through a single campaign. With the peak season approaching, the focus shifted to unlocking greater scale by expanding reach, increasing traffic, and driving conversion volume.

The objective was clear: Reach more high-intent, health-conscious shoppers ahead of the holiday rush and drive meaningful conversion growth.

## The solution

To make limited budget work harder ahead of the busy season, NAOMI worked with its agency, [Yael Consulting](#), and the Microsoft Advertising team to strengthen its PMax campaign. Here's how they approached it...

**Audience targeting:** The team layered in a 30-day [impression-based remarketing](#) audience to expand reach and reconnect NAOMI with high-intent users who had seen their ads before, but hadn't clicked. This helped keep the brand top of mind with shoppers most likely to convert.

**More efficient reach:** By using impression signals to build remarketing lists as an audience signal within PMax, the campaign provided a strong starting point, helping the algorithm scale reach while maintaining relevance.

With these efforts in place, the campaign spent more consistently and converted at a higher rate during the peak holiday season.

## The results

800%

Higher conversions

600%

Higher attributed sales value