

Pandora

Retail

[Visit our website](#)



In-platform Auction Time Bidding

How Pandora Boosted Mother's Day Sales and ROAS with Microsoft In-Platform Auction Time Bidding

The goal

As a global manufacturer of contemporary, high-quality jewellery, [Pandora](#) is known for its customisable charm bracelets and dazzling statement pieces. With Mother's Day 2024 approaching, Pandora's marketing team wanted to optimise ROAS to maximise online revenue and attract new customers. However, the company's previous advertising strategy wasn't delivering the results the team needed, especially during key calendar periods and promotions. To boost Mother's Day sales and revenue year over year, Pandora needed a new in-platform bidding solution

The solution

Pandora's previous marketing solution combined the power and reach of Microsoft Advertising with Google's SA360 bidding platform. The marketing team housed bid strategies in SA360 and used floodlights for optimisation, but that approach wasn't delivering the desired results.

The team switched to Microsoft in-platform Auction Time Bidding to get the lift the brand needed for its Mother's Day promotions. The Microsoft team assisted in rolling out [Universal Event Tracking \(UET\)](#) tags on the Pandora website, which allowed the marketing team to more easily track conversion goals and target audiences.

"Microsoft in-platform bidding has allowed us to significantly increase both traffic and revenue across our core markets for the Mother's Day period. We have seen in-platform bidding being much more reactive to conversion uplifts and demand in-market, which is of great value for us during such a key sales period. We are excited to test more new Microsoft products now that we have adopted in-platform bidding, unlocking great potential."

Andrea Mancchini
Global Paid Search Specialist
Pandora

The results

The switch to Microsoft Advertising in-platform Auction Time Bidding delivered remarkable results for the Pandora team in key markets worldwide. Compared to the previous year, the 2024 Mother's Day period saw significant increases in shopping revenue, spend, and other key metrics in the United States, UK, Canada, Germany, and more.

900%

Increase in shopping revenue YoY (Germany)

133%

Increase in shopping spend YoY (United States)



Ready to get started with us?

[Microsoft Advertising](#) | End-to-End Digital Marketing Solutions for Advertisers and Publishers | [Microsoft Advertising](#)