Ray-Ban

Maintains clear vision to drive search success during Black Friday

The goal

Heading into Black Friday, Ray-Ban focused on the moment when people were still scrolling, saving, and narrowing down their eyewear options.

The team wanted to reach new audiences during that discovery phase, then re-engage them through Search ads as intent grew.

To support that shift, their Audience ad campaigns needed to help guide shoppers from early interest through action.

The solution

Mid-funnel reach with intent in mind: Native ads paired with in-market audiences helped Ray-Ban connect with shoppers already exploring during the pre-Black Friday period.

Consistent re-engagement: Impression-based remarketing layered onto Search campaigns enabled the brand to re-engage shoppers who had previously seen their Native ads as they returned to compare options.

Phased creative tied to shopping moments: Native and Display assets updated across gift guides, Black Friday, and Cyber Week to reflect how shopper priorities shifted over time.

Hands-on support throughout: Ongoing guidance and optimization from the Microsoft Advertising team helped keep the test focused and responsive as performance data came in.

With intent guiding each phase, the experience from browsing to buying felt natural.

Results

+80%

Lift in searches

+15%

Lift in site visits

Microsoft Advertising