

Superhuman

Rewrites its approach,
earning 778% ROAS with
Microsoft Store Ads



The results

778%

Return on ad spend

15.7%

Install conversion rate

Under \$5

Cost per new user acquisition

Strategies for success

- 1. Focus on intent-rich environments:** Publish and distribute apps through platforms like the Microsoft Store on Windows, where users actively search, compare, and install.
- 2. Compare performance across channels:** Post-install data helped Superhuman evaluate how Microsoft Store campaigns performed against other paid channels and shift budget toward higher-value sources.
- 3. Keep campaigns easy to run:** Simple creative workflows enable quick launches and scaling without adding operational complexity.

“Grammarly integrated the Microsoft Advertising UET SDK... allowing Store App Campaigns to be evaluated on true downstream business impact, not just install volume.”

[Lauren Reinhard](#)
Acquisition Partnership Marketing
Superhuman