

Unieuro

Streams its way to Black Friday search growth



The results

+53%

Increase in brand searches

+294%

Lift in relevant generic search

+76%

Growth in conversion page visits

Strategies for success

- 1. Align KPIs from the start:** Make sure campaign goals are clear before launching so decisions are easier once campaigns are live.
- 2. Measure what changes after people see your ads:** Look at shifts in search activity and key site visits to understand how video influences behavior.
- 3. Test different video lengths and control how often ads appear:** Review which formats perform best and adjust frequency to avoid overexposure.
- 4. Use insights from studies to strengthen market presence:** Learn from lift studies for future planning of asset types, placements, and frequency.

“Being the first to test the CTV lift study in Italy with Microsoft Advertising reflects our ongoing commitment to lead the way as pioneers in digital innovation.”

Enzo Panetta

Digital Marketing & Innovation Director,
Unieuro