



# Learn how Well Life grew a healthy customer base with a multi-platform advertising approach



[Learn more](#)

Microsoft Advertising. Great relationships start here.





WELLLIFE

**Customer:**

[Well Life](#)

**Industry:**

Retail

**Country:**

US

**Date:**

February 2022

**Feature focus:**

[Multi-platform campaigns](#)



**Impact:**

Well Life was able to build a successful brand campaign and reach the right audience for their products with the help of Microsoft Advertising. Using Multi-platform campaigns, Well Life saw 10 times growth in site traffic within three months compared to the previous year.

**10X**

Site traffic growth



[Read the full story >>](#)

*"Well Life achieved 10 times growth in site traffic within three months compared to the same months the prior year. It's phenomenal."*

-Barbara Jude Frerichs, Founder, Well Life



Data source: Well Life Internal Data, 2022.

Microsoft Advertising. Great relationships start here.