



# Learn how Sembot worked with Microsoft Advertising in Poland to crack the retail market



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# sembot

**Customer:**

[Sembot](#)

**Industry:**

Retail

**Country:**

Poland

**Date:**

February 2022

**Feature focus:**

[Microsoft Shopping Campaigns](#)

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**Impact:**

Sembot worked with health and beauty retailer Sklep Zycia to launch search and shopping campaigns with Microsoft Advertising in the Polish market. The client had never used Microsoft Advertising before but saw immediate impact as the campaigns launched.

**9%**  
Click share  
versus Google

**4X**  
Cheaper cost-per-click  
compared to Google

**1550%**  
Return on Ad  
Spend

*"Microsoft Advertising represents another touch point on the customer journey – it's another channel of converting traffic for ecommerce that just works."*

Michał Zieliński, Chief Operating Officer, Sembot

Data source: Sembot Internal Data, 15 September 2021 and 14 October 2021

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