

Microsoft Advertising Customer Story

brooklinen

How the internet's best sheets increased their brand awareness and sales through Microsoft Advertising

IMPACT



256%

More impressions



41%

More conversions



52%

More site visits

THE GOAL

Increase brand awareness and sales through online channels

Brooklinen wanted to attract new customers and increase overall sales while maintaining a strict goal for their return on ad spend (ROAS).



THE SOLUTION

Larger reach through new products and ad placements

To attract new customers Brooklinen expanded their targeting through dynamic search ads, casting a wider net to reach new customers. Then to drive customers to their site they captured shoppers' attention through photo rich native placements and shopping ads, resulting in more site traffic and sales.

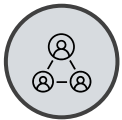
PRODUCTS USED



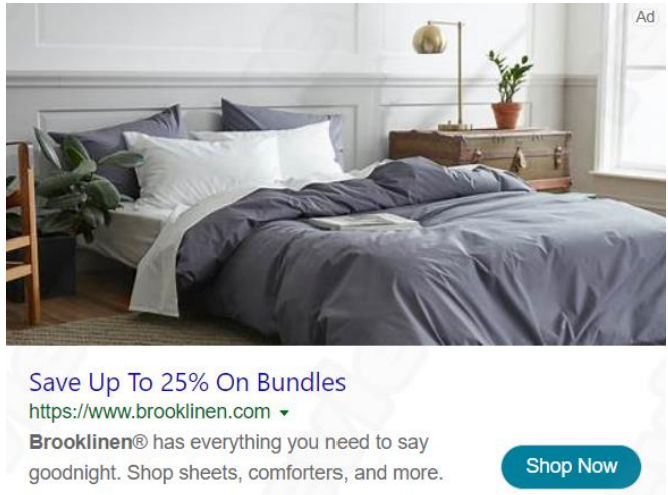
[Shopping Campaigns](#)



[Audience Ads](#)



[Dynamic Search Ads](#)



TESTIMONIAL



The scalable opportunities with Microsoft allowed us to expand to larger markets that we hadn't touched before.



- Matthew Dwinell, Sr Manager
Growth Marketing



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