Learn how Royal Apple has expanded from Europe to the US with Microsoft Advertising
Case study overview

Customer: Royal Apple
Industry: Retail
Country: US
Date: February 2022
Feature focus: Multi-platform campaigns

Impact:
Using Multi-platform campaigns, Royal Apple was able to interact with new customers across different social media platforms, gain reporting insights all in one place and increase website visits by 15%, leading to a 28% increase in sales.

"We loved that all the advertising was just on one platform. We could check our social media and the internet ads all on one platform."

– Gabriela Zyskowska, Marketing Manager, Royal Apple

15% Increase in web traffic
28% Increase in sales

Data source: Royal Apple Internal Data, 2022.