

# 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.

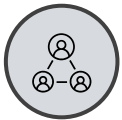
## PRODUCTS USED



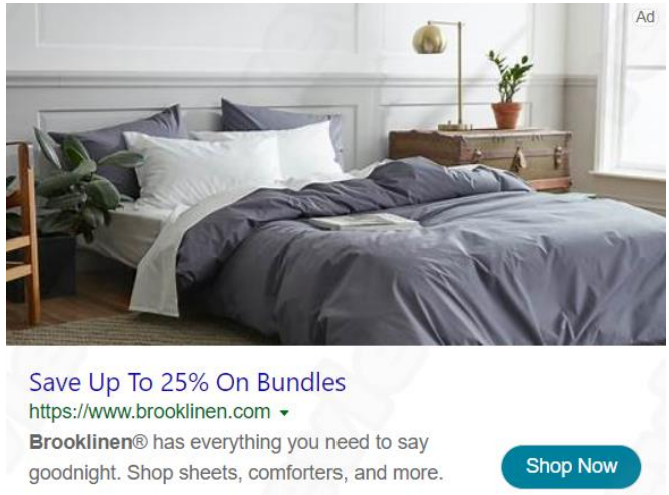
[Shopping Campaigns](#)



[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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