



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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