How one of the world's most innovative athletic apparel brands increased their online sales through Microsoft Advertising

**THE GOAL**

Increase reach across the web while maintaining strong ROAS

lululemon wanted to drive more customers to their site through online ad placements while maintaining a strong ROAS on all additional traffic.

**IMPACT**

- **234%** Higher revenue<sup>1</sup>
- **250%** Overall ROAS
- **532%** ROAS of top CA publisher<sup>2</sup>

1. Year over year growth looking at 2022 Q4 US/CA | 2. Through Microsoft Audience network on outlook.live.com
THE SOLUTION

Extend search and shopping campaigns across highly personalized native ads

lululemon extended their search and shopping campaigns to the Microsoft Audience Network – effectively tapping into search intent signals to connect with a relevant audience across the web. By reaching potential customers across channels, lululemon was able to drive greater revenue and improve the overall account ROI. To further enhance their online marketing strategy, the lululemon team launched image extensions, which helped them drive increased ad engagement. This integrated approach proved successful for this innovative athletic retailer and resulted in a revenue increase of 234% year over year and an overall ROAS of 250%.

PRODUCTS USED

- Microsoft Audience Network
- Shopping campaigns
- Image extensions

TESTIMONIAL

“Microsoft Ads has played a crucial part of our overall digital marketing strategy. We have been able to balance our approach of acquiring net new users, while also maintaining a strong ROAS.

Matt Dykeman | Head of SEM, lululemon

Launch your campaign with Microsoft Advertising today