

## Case Study

# MICROSOFT ADVERTISING: SUCCESSFUL SHOPPING CAMPAIGNS ON MICROSOFT BING FOR HAAR-SHOP.CH

Swiss retailer haar-shop.ch has always been one step ahead of the times. In 2009, the company pivoted to become an omnichannel retailer with 19 hair salons across Switzerland. Around 10 years later, the online business is four times the size of all the salons combined. haar-shop.ch is set to become the largest online beauty retailer in Switzerland. Working with digital marketing agency Webrepublic, haar-shop.ch is using Microsoft Advertising as a key performance channel to fulfill this vision.

The current pandemic has led to a dramatic increase in online shopping behavior overall and on Microsoft Bing, where haar-shop.ch is visible both in search and with shopping ads. Microsoft Bing's new shopping ads allow haar-shop.ch to expand its market reach and greatly increase conversion rates compared to previous periods.

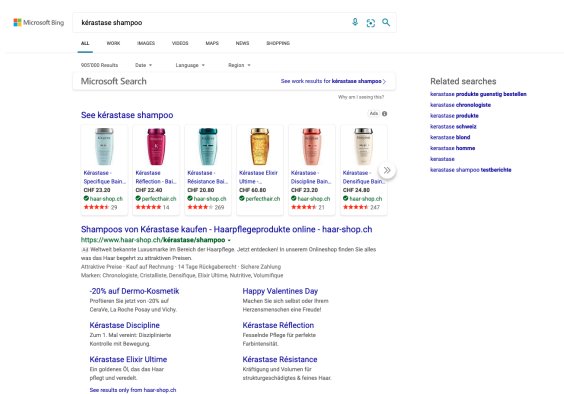
## INITIAL POSITION

Online visibility is a central component of haar-shop.ch's growth strategy. An important performance channel is, among others, Microsoft Bing, on which haar-shop.ch has been successfully running search campaigns for years. To further increase brand awareness and sales volume, haar-shop.ch is constantly looking for new growth opportunities.

## GOALS

- ★ Increase online visibility
- ★ Increase awareness of brand portfolio
- ★ Increase sales

## MEASURES



Microsoft Shopping Ads of haar-shop.ch

After the Microsoft Shopping campaigns were launched in Switzerland in fall 2019, it was a clear choice for haar-shop.ch to want to tap into this channel. As a first-mover in the beauty sector in Switzerland, haar-shop.ch benefited from little competition in this ad format.

## RESULTS

Thanks to the first-mover advantage in Switzerland, conversion rates with Microsoft Shopping were higher than with any other form of search advertising. haar-shop.ch used the new Microsoft product very early, which had a positive effect on performance.

- ★ Reduction of CPC by 25%
- ★ Increase of clicks by 125%
- ★ Increase in conversions by 67%

compared to the prior year.



**“The introduction of Microsoft Shopping campaigns has enabled haar-shop.ch to take a brand-first approach. By developing campaigns that focus on specific brands rather than just products, haar-shop.ch has been able to increase visibility and volume for its most trusted brand partners.”**

**SOPHIE SCHÖNENBERGER, Senior Specialist E-Commerce, Webrepublic**

**“We are very happy with the performance of Microsoft Shopping campaigns and see great potential here. Users like to buy products they can see. Shopping campaigns help us get our products in front of customers.”**

**ROGER WAFFLER, CEO, haar-shop.ch**

