

Watches of Switzerland Group

Retail

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3.2K

More clicks compared to their base target ROAS (Return on Ad spend) campaigns.

84%

Lower Cost Per Click (CPC)

Cost per Sales (CPS)

How Watches of Switzerland achieved an 84% lower CPC and a 16x ROAS on tROAS campaigns with Microsoft.

The goal

From Breitling, TAG Heuer, Cartier, and more, consumers know Watches of Switzerland Group have the best in luxury. But the world of luxury watches is competitive, and Watches of Switzerland Group wanted to drive more conversions efficiently during their peak trading season. Already live with Microsoft Shopping campaigns, the team was happy with great results. So, the team knew it was time to level up and take their ad strategy further. The goal was to scale the platform with a focus on ecommerce sales and thus Watches of Switzerland Group expanded into additional campaigns.

The solution

To scale the platform with a focus on ecommerce conversion, the Watches of Switzerland Group's performance agency Kinase:

- Created new Cost Per Sale (CPS) Shopping campaigns to supplement existing shopping campaigns to expand reach on the search engine results page.
- Launched CPS campaigns with five brands that saw immediate uplift in clicks and impressions.
- Accelerated the CPS campaigns to include 24 more brands, thanks to the impressive results.

“Launching CPS campaigns during the peak period drove incremental revenue at a very favorable ROI. This was a welcome boost to our online performance during a very competitive period.”

James Thompson
Group Digital Marketing Manager at The Watches of Switzerland Group

The results

The CPS campaign results were outstanding. Watches of Switzerland Group received an additional 3.2K clicks compared to their base target ROAS (Return on Ad spend) campaigns at an 84% lower Cost Per Click (CPC). Generating over £12K of revenue since October, Watches of Switzerland Group achieved a 16x ROAS on tROAS campaigns. The Watches of Switzerland Group team is continuing to scale by increasing budgets and target CPS to expand the reach. The team is delighted to use this strategy to supplement current Microsoft shopping activity, and, because of the campaign successes, have continued the rollout to cover most of their store's inventory.



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