

Beymen

Retail

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Search and Audience Ads

Beymen achieves a 12% boost in conversions with Microsoft Advertising

The goal

As one of Türkiye's premier luxury retailers, Beymen boasts a network of over 250 stores and a robust digital platform offering high-end fashion, accessories, and lifestyle goods, all underpinned by a commitment to social responsibility.

Facing an increasingly competitive regional market, the brand set its sights on expanding its reach and boosting revenue through cost-effective growth strategies.

The solution

Beymen partnered with Microsoft Advertising, InMobi Advertising, and SEM to activate Search and Audience Ads. While Search remained a key revenue driver, InMobi Advertising's recommendation to expand into Audience Ads enabled Beymen to reach high-value audiences across Microsoft's core touchpoints such as MSN, Outlook, Bing and Edge. Targeting became more precise, focusing on cohorts interested in apparel and accessories, beauty products, and gifting. As a result, Beymen was able to engage new high-intent, and unlock incremental growth – driving performance across the funnel with greater efficiency.

"Partnering with Microsoft Advertising, InMobi, and SEM drove a significant uplift in campaign performance. Microsoft Advertising's diverse offerings and InMobi's strategic, innovative, and data-driven approach with SEM, enabled us to engage high-intent audiences at scale, driving measurable improvements in reach and conversions."

Murat Dağlı

Digital Marketing Director
Beymen

The results

47%

Increase in clicks

3.7x

Lower than average
cost per click (CPC)
achieved

12%

Increase in
conversions

7%

Increase in purchase
revenue



Ready to get started with us?

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