

Eyebuydirect

Retail - Eyewear

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393% Increase in conversions year over year

149% Increase in ROAS year over year

Dynamic Remarketing

How Eyebuydirect increased conversions by targeting existing shoppers using Dynamic Remarketing

The goal

In the hypercompetitive market of eyewear, Eyebuydirect, subsidiary of EssilorLuxottica, was looking for a competitive advantage. They teamed up with Microsoft Advertising to optimize their marketing strategy, focusing on efficient revenue growth and improved conversions. They knew that the purchase path for their customers were usually non-linear where prospective customers would often explore product pages, add items to their carts, but delay conversion. With this knowledge, the team focused on a strategy that would increase conversion for the eyewear brand.

The solution

To increase conversions among Eyebuydirect shoppers, the team implemented Dynamic Remarketing in their Microsoft Advertising campaigns. This delivered a potent lower-funnel remarketing strategy that empowered the brand to retarget a diverse range of visitors, including those who browsed product pages, added items to their cart without making a purchase, and general site visitors. As a result, both revenue and conversions saw a significant increase and it became clear that Dynamic Remarketing was a successful strategy to achieve their goal.

“In a landscape of complex and price-sensitive choices, where users frequently compare prices and options, dynamic remarketing ensured our brand remained relevant throughout the entire user journey.”

Salvatore Di Domenico
Performance Marketing Manager
Essilor Luxottica

The results

By leveraging Dynamic Remarketing from Microsoft Advertising, Eyebuydirect has seen huge improvement in conversions. They achieved an impressive +393% increase in conversions year over year. Additionally, this strategy garnered a 149% increase in Return on Ad Spend (ROAS) year over year. Two impressive results from a single product implementation.

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