

Homecenter

Home improvement

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Shopping Campaigns

Homecenter Drives 14x ROAS with Microsoft Advertising

The goal

Homecenter is a trusted retailer in Colombia's home improvement space offering everything from furniture to building materials. With a strong offline presence, the team saw an opportunity to scale digital growth by expanding into new media channels. Their goal: build a connected ecosystem that could diversify their media mix, grow online sales, and deliver measurable impact across brand and performance.

The solution

To scale its digital growth, Homecenter launched Microsoft Shopping Campaigns, delivering tailored product ads to high-intent shoppers. With guidance from Aleph, the team optimised bidding, segmentation, and remarketing strategies - unlocking stronger performance and higher ROAS across Microsoft and partner placements.

"Exploring Microsoft Advertising as a new media channel was a great decision! It helped us expand our mix and the results have gone beyond what we expected for a pilot campaign. The ROAS has been even better than anticipated, and we couldn't be more pleased with the performance."

Paula Chacana Muñoz
Senior Performance Specialist

The results

Homecenter's shopping campaigns with Microsoft Advertising delivered standout performance. In Q1 2025, the team achieved a 14x return on ad spend, saw a 30% lift in monthly sales, and drove over 82K additional impressions. These results show how smart optimisation and the right media mix can unlock meaningful growth.

14X

return on ad spend
during Q1 2025

+30%

increase in number of
sales month over
month

+82K

additional impressions
achieved with the
campaign



Ready to get started with us?