

Kalley

Retail

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Performance Max

Kalley achieves 20x ROAS with Performance Max

The goal

Kalley is a well-established brand in the retail industry, known for producing high-quality and affordable technological and home appliances products.

Their objectives are to drive incremental sales, improve online visibility, and enhance their return on advertising spend (ROAS) within their digital marketing campaigns.

The solution

By implementing Performance Max (PMax) and Search campaigns in Microsoft Advertising, Kalley leveraged a platform that offers excellent visibility and a diverse target audience.

Through continuous performance optimizations and the adoption of machine learning and automation tools, their ROAS increased from an initial 12X to an impressive 20X in the first quarter of 2024. The growth was accompanied by lower cost per clicks (CPCs) and cost per acquisition (CPAs) during this period.

"Microsoft's product adoption has brought us unexpected results, comparing to other search engines and even surpassing them in several key metrics, with these positive results is a platform that we will maintain in our strategy to accomplish more goals in the future."

Camilo Restrepo
Digital Marketing Coordinator
Kalley

The results

Through innovative solutions and constant optimizations, Kalley was able to achieve higher average sales, longer user sessions and lower CPA during the four-month campaign period. These results significantly boosted Kalley's performance and maximized their return on advertising spend, outperforming competitors.

20x

ROAS, alongside a reduction in CPA and CPC

+14%

Growth in the number of visited pages

53%

Increase in average ticket compared to other search platforms

24%

Increase in session duration



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