



Conversion harmony achieved for moebel.de



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moebel.de

Customer:

[Moebel.de](https://moebel.de)

Industry:

Retail

Country:

DE

Date:

June 2022

Feature focus:

[Microsoft Audience Network](#)

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Impact:

Home and living platform draws in high-converting clicks and elevates their traffic quality by using Microsoft Audience Network.

3x

Better performance
than Google

16%

Total sales from
Microsoft Audience
Network

"The quality of traffic that we get through Microsoft is very, very high – and because that's so important to what we do, we have a specialized team focusing on our Microsoft Advertising campaigns."

–Joris Wigger, moebel.de's head of Search Engine Advertising (SEA)

Data source: Moebel.de Internal Data, 2022.

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