

Glasses USA

Retail

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Audience Targeting

Smarter search, smarter growth: How GlassesUSA.com scales campaigns with AI

The goal

In the eyewear market, where shoppers' tastes quickly shift between frames, brands, and seasonal styles, Glasses USA needed to connect with and win over people they hadn't previously engaged.

They decided to use Microsoft Advertising's automation and AI tools to help improve how they ran ads and increase conversions. The eyewear company believed that [Performance Max](#) (PMax) campaigns could help them reach and attract more shoppers than their existing advertising approach allowed while continuing to deliver strong results with their existing customer base.

The solution

They implemented a strategy built on product segmentation, automation, and smarter [audience targeting](#).

Here's the approach they took:

- Structured campaigns by product categories,
- Used PMax automation and AI capabilities
- Combined audience signals with search themes
- Started with high-performing categories

GlassesUSA.com also took advantage of PMax's machine learning capabilities to discover market opportunities that manual targeting might have missed. The platform's algorithms continuously improved campaign performance, finding new audience segments while the team focused on strategic expansion.

"Our overall experience with Performance Max campaigns on Microsoft Advertising has been very positive. The initial setup was smooth and intuitive, allowing us to get campaigns live quickly and efficiently. We're very happy with the results.."

Reut Bocian
VP of acquisition
GlassesUSA.com

The results

Within just two weeks of launching their new campaigns with PMax, their **ROAS increased by 17% at the account level, while their CPA decreased by 12%**.

Building on these successes, the company quickly expanded its advertising strategy. What started as a modest \$150 daily investment grew to 38 campaigns operating at a \$7,000 daily budget, providing new opportunities to reach far more customers and grow even faster.

+17%

Return on ad spend
(ROAS)

12%

Decrease on cost per
acquisition



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