

Pandora

Capturing hearts early with 6x more conversions across channels

"Working closely with Microsoft allowed us to turn insights into action. Not only did we reach new shoppers earlier in the season, we also unlocked measurable incremental performance across the funnel. It's been a great example of how data-driven optimization can deliver both reach and results."

Karen Clemens Sørensen
Global Paid & Organic Search Manager

The goal

Reach Valentine's Day shoppers before the rush

For [Pandora](#), love is always in the air—especially around Valentine's Day, when timing is everything. As one of the world's most well-known jewelry brands, the company treats this holiday as a moment for true connection. But with many shoppers leaving gift buying until the last minute, the team wanted to reach people earlier in the season and turn that interest into sales.

After [strong results from past Microsoft Advertising campaigns](#), Pandora wanted to reach more shoppers and carry that momentum into Valentine's Day.

Pandora's objectives were simple but strategic: raise brand awareness, improve consideration, and drive conversions throughout the U.S. market. The key was finding a way to pair search intent with inspiring creative before the Valentine's Day rush began.

The solution

Every spark meets its match

Pandora partnered with Microsoft Advertising on a cross-channel strategy using [Performance Max](#) to link early intent with late-stage conversions. [Audience ads](#) and [Search ads](#) engaged shoppers across the journey.

Here's what made it stand out...

Continuous seasonal investment: Consistent spend through December–January captured early gift shoppers and built remarketing lists for Valentine's Day.

Advanced audience segmentation: They targeted in-market and remarketing audiences with granular segments like cart abandoners, "gifts & occasions" visitors, and shopping bag viewers.

Cross-channel measurement: Multi-touch attribution and browser data tracked journeys across Microsoft properties to see how one channel influenced another.

The results

Finding love—and shoppers—in all the right places

The campaign resonated with shoppers throughout their buying journey. For every dollar Pandora invested in Audience ads, it saw an **additional \$1.50 in return** through Search. Audience ads also expanded Pandora's visibility beyond the Microsoft Advertising Network for Search, delivering **9% incremental reach** and creating a steady stream of high-value traffic.

Shoppers who saw Audience ads were **6x more likely to convert** than those who only saw Search ads—proof of cross-channel engagement's effectiveness when intent and inspiration come together in one campaign.

Following this success, Pandora expanded its Audience ads investment to the U.K. market, extending the same approach to new audiences.

