

# Teknosa

Retail

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## Performance Max with Product Feed

Teknosa drove 70% lift in conversions and 98% growth in revenue

### The goal

As one of Türkiye's largest technology retailers, Teknosa needed to capitalize on peak November demand in the lead-up to the in a fiercely competitive retail holiday season. The brand aimed to increase conversion volume and revenue without sacrificing ROAS. To unlock incremental growth beyond what manual optimization could deliver, Teknosa shifted to AI-driven automation that could identify and reach high-intent audiences at scale.

### The solution

Teknosa partnered with Microsoft Advertising, InMobi and SEM to activate Performance Max campaigns integrated with Microsoft Merchant Center product feeds. Automated bidding, audience signals, and asset groups dynamically matched Teknosa's inventory with high-intent shoppers across Microsoft Search and Audience ads reaching people across Microsoft's AI-powered search and content experiences, including Outlook and MSN.

InMobi supported the activation with Black Friday and Cyber Monday insights, highlighting peak click windows, seasonal demand signals, and budget pacing for real-time optimization throughout the November sales period.

"Microsoft Advertising Performance Max allowed us to scale aggressively during Black Friday without compromising efficiency. The ability to quickly identify and prioritize high-converting audiences helped us drive meaningful revenue growth at a critical sales moment."

**Cahide Tuğçe Kıvanç**  
Digital Marketing Executive  
Teknosa

### The results

98.4%

Increase in purchase revenue

70.5%

Growth in conversions

43.7%

Lift in add-to-carts

24.5%

Increase in traffic to its e-commerce platform



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