

Veneta

Retail

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Search campaigns

How Veneta realized search value with a smarter advertising approach

The goal

Veneta wanted to grow their conversions through Microsoft Advertising without competing with other channels or stretching their small team.

Although they were already running campaigns in the platform, they saw room to improve their results, especially for branded search. The team realized that simply copying over their Google campaign setup wasn't giving their Microsoft Advertising campaigns the data or structure they needed for peak performance.

That's when Veneta decided to change their approach. They carved out a few hours each week to ensure alignment across their ad platforms, measure what worked, and build a better search strategy.

The solution

The Veneta team enhanced brand interest and performance by simplifying campaign structures and testing mid-funnel ads. They ensured consistency between platforms by importing Google campaign structures into Microsoft, adding custom labels, and consolidating smaller campaigns. This preserved key settings and improved algorithmic performance.

For full-funnel advertising, they used video ads to build audiences, display ads to re-engage, and search ads to convert. A 6-week A/B study measured the impact of mid-funnel exposure on branded search and site visits. This approach showed that combining video, display, and search ads across the funnel enhances relevance, reach, and performance.

"By bringing just a bit more attention to Microsoft Advertising and leveraging the platform's unique features, we were able to capture significantly more value over the past 12 months. Microsoft Advertising has now truly become a distinctive and essential driver in our broader marketing strategy."

Andrea von der Haar
Paid Search Lead
Veneta

The results

Custom campaigns and a full-funnel advertising strategy help deliver real growth.

Veneta's search lift study made the difference clear: Mid-funnel ads on Microsoft Advertising support branding while also enhancing search behavior and site visits. And with a more focused approach and a few small changes, the team saw stronger results across search and mid-funnel.

+28%

**Conversions on
search ads**

+24%

**Conversions on
shopping ads**



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