

# woom

Retail

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## Audience Ads

Boosting brand visibility: woom's success with Connected TV

### The goal

woom is a manufacturer specializing in lightweight, ergonomic bicycles designed for children, prioritizing ease of use and comfort. With the launch of their new children's line, woom GO, the advertiser aimed to significantly expand its reach and deepen engagement with its target audience - families with young children. To achieve this, woom partnered with Aleph Group, Microsoft Advertising's official representative in the CEE region, to craft a digital strategy that would deliver impact at scale.

### The solution

Using Microsoft Advertising's Audience Ads, woom connected with high-intent audiences through engaging visuals. Combined with Connected TV placements, woom reached in lean-back environments, delivering its message when viewers were most receptive. Microsoft Advertising's in-market audience segments enabled precise targeting, while short-form video creative helped capture attention and communicate product benefits quickly and effectively.

"Microsoft Advertising's Connected TV solution helped us reach families in premium streaming environments, resulting in strong engagement, increased website traffic, and excellent video completion rates - all delivered with impressive cost efficiency."

**Patrick Paluch**

Senior Digital & Performance  
Marketing Manager  
woom

### The results

A high volume of completed video views and exceptional engagement, driven by a campaign designed to resonate with families at every touchpoint.

46%

Video completion rate  
achieved with CTV ads

> 500k

Video views  
generated during the  
product launch



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