

# Microsoft Advertising Customer Story

## lululemon athletica

How one of the worlds most innovative athletic apparel brands increased their online sales through Microsoft Advertising

### IMPACT



**234%**  
Higher revenue<sup>1</sup>



**250%**  
Overall ROAS



**532%**  
ROAS of top  
CA publisher<sup>2</sup>

1. Year over year growth looking at 2022 Q4 US/CA | 2. Through Microsoft Audience network on outlook.live.com

### THE GOAL

**Increase reach across the web  
while maintaining strong ROAS**

lululemon wanted to drive more customers to their site through online ad placements while maintaining a strong ROAS on all additional traffic.



# THE SOLUTION

## Extend search and shopping campaigns across highly personalized native ads

lululemon extended their search and shopping campaigns to the Microsoft Audience Network – effectively tapping into search intent signals to connect with a relevant audience across the web. By reaching potential customers across channels, lululemon was able to drive greater revenue and improve the overall account ROI. To further enhance their online marketing strategy, the lululemon team launched image extensions, which helped them drive increased ad engagement. This integrated approach proved successful for this innovative athletic retailer and resulted in a **revenue increase of 234% year over year and an overall ROAS of 250%**.

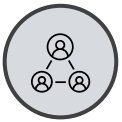
# PRODUCTS USED



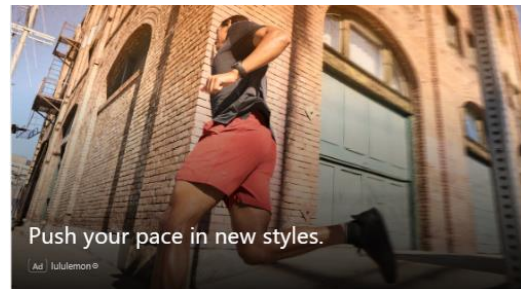
[Microsoft Audience Network](#)



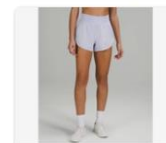
[Shopping campaigns](#)



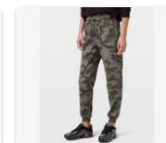
[Image extensions](#)



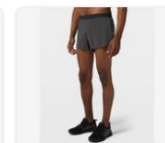
Top picks for you



\$49.00  
Lululemon Women's Run Track That ...



\$89.00  
Lululemon Women's Stretch High-Rise ...



\$78.00  
Lululemon Men's Run Fast And ...

# TESTIMONIAL

“ Microsoft Ads has played a crucial part of our overall digital marketing strategy. We have been able to balance our approach of acquiring net new users, while also maintaining a strong ROAS. ”

Matt Dykeman | Head of SEM, lululemon



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