

CUSTOMER SUCCESS STORIES

Magazine Luiza

Bringing fresh sparkle and record sales to the year's biggest shopping week

"Integrating our catalog with Microsoft Advertising through API was a gamechanger. We gained speed and accuracy in updating product listings, eliminated manual bottlenecks, and saw our media investment work harder than ever. This collaboration not only boosted our efficiency and growth, but also opened new doors to strengthen our digital presence and sales."

Leonardo Lagranha
Marketing Coordinator
Magazine Luiza

The goal

Stay one step ahead of the shopping rush

Meet Lu do Magalu, Brazil's favorite virtual personality and the friendly face of retail giant [Magazine Luiza](#) (Magalu). What started as a 3D shopping assistant in 2003 has grown into a cultural icon with millions of followers and a mission to make digital shopping feel human. Lu's cheerful tone captures everything Magalu stands for: innovation with heart and a promise to always put people first.

That same spirit drives the Magalu team's approach to business. With over 1,480 stores and one of Brazil's largest e-commerce operations, the company needed a faster way to keep every product visible and accurate during the most intense retail moment of the year—Black Friday. Millions of SKUs, sellers, and prices were changing daily, and the team wanted to make sure customers could find the right deals at the right time without missing a beat.

The solution

Updates that move at the speed of Black Friday

Together with Microsoft Advertising and agency partner [Monks](#), they developed a custom API integration with [Microsoft Merchant Center](#), allowing Magalu to sync prices, products, and inventory data automatically.

Here's what made it work...

- **A faster pipeline:** The new API cut manual updates, letting Magalu adjust listings in real time.
- **Room to grow:** Opened the door for more SKUs and sellers, expanding selection for the shopping rush.
- **Tuned-in timing:** Hourly reporting and seasonality adjustments helped Magalu stay agile, so top categories remained visible when demand peaked.
- **Hands-on partnership:** Microsoft Advertising and Monks maintained close alignment with Magalu's team through Black Friday, ensuring campaigns reflected live catalog updates.

The results

The payoff was as bright as Lu's smile. During Black Friday 2024, Magalu saw standout results across [Microsoft Shopping campaigns](#):

- **42% increase** in gross merchandise value (GMV) year-over-year (first- and third-party combined)
- **23% increase** in average ticket value
- **101% increase** in GMV growth for third-party sellers during Black Friday week
- **33% increase** in orders and 51% increase in average ticket value for third-party campaigns

The momentum didn't stop there. January's *Fantastic Sale* delivered a **91% GMV lift** and **20% ROAS increase** compared with the previous year.

