



Learn how Royal Apple has expanded from Europe to the US with Microsoft Advertising



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Customer:
[Royal Apple](#)

Industry:
Retail

Country:
US

Date:
February 2022

Feature focus:
[Multi-platform campaigns](#)



Impact:

Using Multi-platform campaigns, Royal Apple was able to interact with new customers across different social media platforms, gain reporting insights all in one place and increase website visits by 15%, leading to a 28% increase in sales.

15%
Increase in web traffic

28%
Increase in sales

[Read the full story >>](#)

"We loved that all the advertising was just on one platform. We could check our social media and the internet ads all on one platform."

—Gabriela Zyskowska, Marketing Manager, Royal Apple



Data source: Royal Apple Internal Data, 2022.

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