

Vanden Borre

retail and consumer electronics

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Performance Max Campaign

Vanden Borre Belgium: Powering E-Commerce Growth with Microsoft Performance Max

The goal

Vanden Borre is a trusted retail name in Belgian electronics, but growing online competition makes it challenging to stay top-of-mind. As global giants and agile local players pushed ad costs up, the retailer's ambitions were to convert fragmented, bilingual audiences in French and Dutch speaking regions efficiently. They wanted to connect with shoppers in meaningful ways, driving higher ROAS, stronger CTR, and smarter budget use through seasons where tech demand constantly shifts.

The solution

To stand out in a crowded market, Vanden Borre partnered with Semetis and Aleph Group to unlock the full potential of Microsoft Advertising's AI-powered Performance Max (PMax). Semetis shaped the strategy and ongoing optimizations, while Aleph sharpened competitive and vertical analysis through Auction Insights. PMax blended search, display, and shopping with dynamic creatives and smart bidding, and localized targeting for French and Dutch-speaking audiences—guided by Microsoft audience intelligence—lifted relevance, CTR, conversions, and ROAS.

"Microsoft's AI-powered PMax campaigns helped Vanden Borre grow its e-commerce in Belgium. Leveraging Auction Insights and vertical analysis, we optimized for bilingual audiences, delivering exceptional ROAS and conversions."

Jushan Saitia

Senior Clients Solutions Manager
Aleph Group, Inc

"Partnering with Microsoft Advertising and Aleph, Semetis drove Vanden Borre's PMax success. Precise localization and smart bidding exceeded targets, boosting visibility and sales."

Maxime Aslan,

Performance Marketing Lead
Vanden Borre

The results

Vanden Borre's Performance Max approach delivered strong, market-ready outcomes. Its localized French and Dutch campaigns exceeded expectations, driving meaningful lifts in visibility, engagement, and conversion efficiency across Belgium's competitive electronics landscape.

+20%

+25.07% Target ROAS over achievement for French language campaigns.

+33%

+33.69% Target ROAS over achievement for Dutch language campaigns.



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