

Chewsy

Retail

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+16%

Sales increase in campaign markets

+13%

Increase in overall website traffic

OTT Video Campaign

How Chewsy, a tasty vitamin company, achieved healthy returns from an OTT (over the top) video campaign with Microsoft Advertising

The goal

Chewsy, a leading provider of innovative vitamin gummies has already become a fan favorite among consumers on Amazon and 5,000+ retail stores.

Their goal was to continue to grow awareness and favorability of the brand with their very first OTT campaign.

So, Chewsy reached out to Microsoft Advertising to utilize our expertise to develop a strategy that would maximize marketing spend and grow revenue.

The solution

Chewsy and Microsoft Advertising worked closely to develop a strategy designed for success by:

- Highlighting their new creative designed by Rally On.
- Launching the campaign in less saturated markets like Austin and Dallas versus a large city to maximize spend and impact
- Leveraging demographic and behavioral signals to target health-conscious people most likely to buy vitamins.

"Our organic search numbers on Amazon almost doubled.

We also saw a huge sales increase at Whole Foods and Target in these markets, which means the ads resonated. These ads didn't just create online impulse buys—people thought to buy Chewsy next time in the store."

Faryn Duncan
Marketing Manager
Chewsy

The results

The results were impressive.

During the campaign flight, Amazon sales increased +16% in the campaign markets. Amazon organic search traffic increased +64%, and overall website traffic increased +13%.

+64%

Increase in Amazon organic search traffic



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