

# Liverpool

Retail

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## Search ads

Unwrapping success: How Liverpool outperformed expectations on “La Venta Nocturna” with Microsoft Advertising

### The goal

Liverpool is Mexico’s largest department store chain, offering a wide range of products for all family members, personalized service, and strategically located stores.

In anticipation of Mother’s Day, Liverpool hosted a three-day event called “La Venta Nocturna” during the last weekend of April (from the 26th to the 28th). This event featured discounts and exclusive promotions across several categories storewide, with the goal of maximizing sales, revenue and return on advertising spend (ROAS).

### The solution

Liverpool strategically implemented separate Search campaigns for Brand and Non-Brand tactics to achieve a competitive tROAS during the event. These campaigns spanned eight core categories, optimizing their online visibility and driving valuable conversions.

To further enhance their opportunities, Liverpool created a more detailed Performance Max campaign that integrated and strengthened their traditional Shopping campaigns, to achieve even better results.

“By collaborating with the Microsoft Advertising team in the pursuit of strategic optimizations, we have not only achieved the planned results but have exceeded them, playing a key role in increasing ROAS.”

Team SEM  
Liverpool

### The results

Liverpool achieved remarkable success, generating over 128% revenue over their target. Their comprehensive Search, Shopping and PMax campaigns yielded incremental revenue and ROAS, demonstrating the effectiveness of the strategic approach.

128%

Revenue achieved  
above target

346%

Return on advertising  
spend



## Ready to get started with us?

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