

Puffy

Retail

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79%

Increase in RoAS for brand campaigns

40%

Decrease in CPA for brand campaigns

Audience Ads, Search and Shopping Ads

Puffy achieves a 79% RoAS growth with Microsoft Advertising

The goal

Founded in 2016, Puffy is a leading brand known for its innovative bedroom-based product range that revolutionizes sleep comfort. Operating across the U.S. and Canada, Puffy aimed to acquire new customers and increase sales. To achieve this, the brand required a robust strategy to strengthen market presence, boost return on ad spend (RoAS), lower cost-per-acquisition (CPA), and enhance overall campaign efficiency.

The solution

Puffy partnered with Microsoft Advertising to leverage its suite of innovative solutions and implement a dual strategy crafted by InMobi Advertising: branded and non-branded campaigns. Branded campaigns utilized Microsoft Advertising's Target RoAS and device-specific optimizations to reduce costs. Non-branded efforts employed Audience ads, enhanced CPC, Search, and Shopping ads to capture broader, high-quality traffic. The campaigns focused on expanding audience segments, optimizing device-specific strategies, and scaling to new regions to drive business results.

"Microsoft Advertising's advanced tools and InMobi Advertising's expertise were key to expanding our reach and boosting performance. Our goal was to increase RoAS and decrease CPA, and Microsoft Advertising helped us achieve this, driving record brand awareness and tangible business results."

Arthur Andreasyan
CEO, Puffy

The results

Investing in non-brand efforts significantly expanded Puffy's reach, resulting in a 137.67% growth in click volume and a 28.70% increase in click-through rate (CTR). These efforts directly contributed to a 79.26% boost in RoAS and a 40.75% decrease in CPA for branded campaigns. Puffy continues to run campaigns with Microsoft Advertising, incorporating Performance Max into its diverse mix for powerful automation.

24%

Increase in revenue for brand campaigns

17%

Increase in conversions for brand campaigns



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