

# baby-walz.

## Sales boost with Microsoft Shopping Ads



### Industry

Baby articles



### Target group

Women and men aged between 35 and 49 years old



### Location

Germany



### Campaigns

Microsoft Shopping Ads

## Company

Baby-walz was founded in 1952 and is now a leading omni-channel retailer in the area of baby products with an extensive range.

Baby-walz relies on both: renowned top brands and exclusive private labels. The range extends from the most important items of baby equipment to maternity fashion to play and leisure articles for a lifetime of fun and games. There is also a large selection of strollers, car seats, furniture and care products to make life with small children even more pleasant and enjoyable for families.



## Status quo and objective

baby-walz is a long-term customer at solute and very satisfied with the related successes and services. After already achieving great campaign results on the channels billiger.de and Google Advertising, a new, high-performance channel of the solute network is now to be developed with Microsoft in order to expand the portfolio.



### NEW TARGET GROUP

Microsoft search engine users are in average older and therefore more affluent, which makes them a meaningful and worthwhile target group.



### TRAFFIC PERFORMANCE

Besides Google, access another high-performance channel via Microsoft.



### MARKET PENETRATION

By adopting a multi-channel approach, baby-walz aims to maintain its presence in the very competitive e-commerce market.

## Challenges

### COMPETITIVE MARKET FOR BABY PRODUCTS

### NEW MARKET CONDITIONS

### SOPHISTICATED DATABASE

### CONSTANT & INCREASING CONVERSIONS

## Approach

### 1 PRODUCT DATA OPTIMIZATION

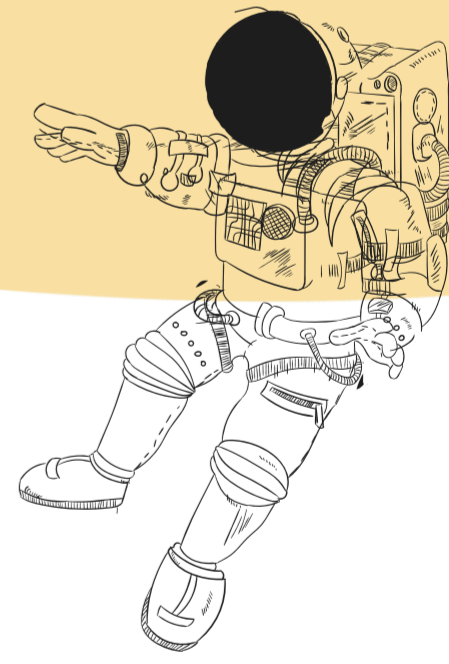
With the help of exclusive data from the solute universe, the product data will be optimized for better visibility in Microsoft's search engines.

### 2 CAMPAIGNS-SETUP

Combined with Microsoft's own data such as In-Market and LinkedIn Audiences, products are segmented from the feed to provide optimal mapping of performance-relevant factors.

### 3 ANALYSIS & OPTIMIZATION

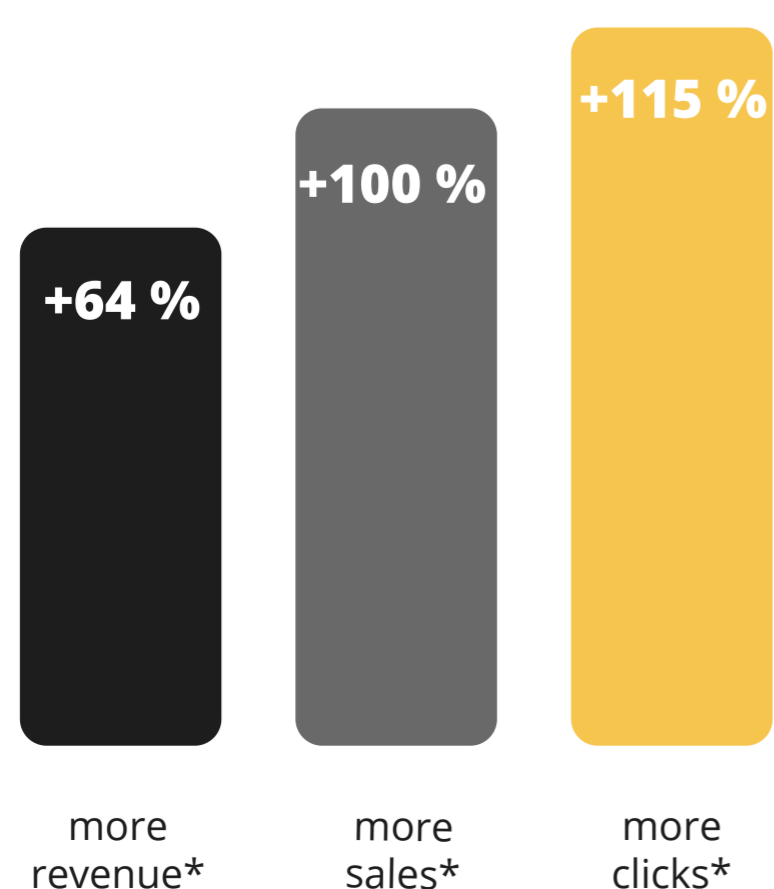
In order to react to market movements and to offer optimal long-term results, the campaigns are constantly analyzed and adapted.



"We value the excellent customer care at solute, in person as well as professionally in all areas. As a customer, we are always at the center of attention, as are our goals. Especially due to the proactive, prudent actions of the solute team, we were able to increase our success in a short time. The very good accessibility and short response times shows solute as a trustworthy and reliable partner, so that we know we are in good hands here."

**Lorena Unger**  
Head of Online Marketing at baby-walz GmbH

## Results



Within a year, the specialist team at solute was able to implement high-performance Microsoft Shopping Ads for baby-walz. As a result, we were able to significantly increase the clicks as well as the sales and revenues in the baby-walz online store.

\* cp. july 2020 bis july 2021