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Rise

Agency – Retail Client

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| **36%** | Lower CPA on average compared to search | **40%** | Lower CPCs on average compared to search |

Performance Max (Pmax)

A look into how Rise, an omnichannel media agency, helped their large eyewear client see clear success with Performance Max campaigns

The goal

Rise worked with a large optical retailer with equally sizable growth targets. Their goal was to increase the number of free eye exams scheduled through their website.

To develop a successful strategy Rise partnered with Microsoft Advertising to find the best automated solutions to help drive more eye exams online.

Performance Max quickly came into focus as the clear solution to achieve their client's lofty growth targets.

The solution

Rise partnered with Microsoft to unlock the optimal solution, introducing Performance Max to leverage industry leading AI capabilities with an omnichannel focus. As the name implies, Performance Max, let the team maximize the performance of this campaign towards their specified goal, in this case increasing the number of eye exams. To get started the team defined the campaign goal then provided some images, ad text, and audience targets. The most important next step was to give the Pmax campaign enough time for the AI backed algorithm to work its magic and optimize the dynamically created ads and placements for maximum impact.

"Performance Max has been a powerful addition to our client's successful search strategy. We look forward to driving further results with our upcoming shopping feed implementation."

Max Bridgewater
Associate Manager,
Paid Search, Rise

The results

In less than three months, Rise's Performance Max campaign for their eyewear client received a 36% better CPA than goal and CPCs that were 40% lower than their corresponding search only campaigns, on average. These impressive results can be attributed to the team's effort in optimizing best practices, including initial inputs that pushed the AI's power to its maximum performance.

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