

adamicus

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Overview

adamicus sought to diversify its performance strategy and increase revenue by scaling Microsoft Advertising beyond a test channel into a core growth platform.

The goal

Heavy reliance on dominant advertising platforms is a common challenge amongst performance-driven agencies. adamicus sought to:

- Expand reach into high-value audiences
- Improve return on ad spend
- Diversify platform investment
- Increase revenue contribution from Microsoft Advertising
- Demonstrate Microsoft Advertising's ability to drive measurable business outcomes

The solution

adamicus implemented a performance-driven expansion model focused on:

- Scaling investment based on performance data
- Leveraging Microsoft Advertising's unique audience reach
- Continuous optimization to maximize efficiency and conversion performance
- This approach enabled Microsoft Advertising to become a primary revenue driver

"Microsoft Advertising has become a critical growth lever in our performance strategy. By scaling investment where the data proved efficiency, we were able to unlock incremental reach, drive stronger conversion performance, and deliver measurable revenue growth for our clients."

Juan I. Hurtado-Steimle

Head of Search/PPC
adamicus GmbH

The results

32%

Increase in revenue

75%

Increase in reach

72%

Increase in
Microsoft Advertising
investment

8,800%

Increase in
conversion rate
during peak season



Ready to get started with us?

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