



Getting the most bang for your buck



Adobe Systems is a software company that offers products and services for creating, managing, delivering, measuring, optimizing and engaging with content and experiences. It operates in three segments: digital media, digital marketing, and print and publishing.

Industry: Technology

Market: U.S.

Target customers: Businesses (SMB and enterprise) and individuals

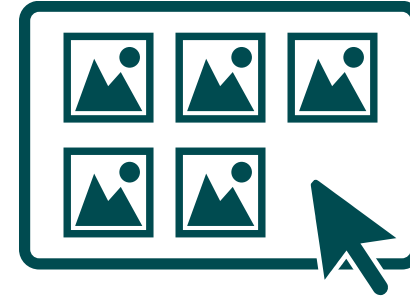
Products used: Universal Event Tracking, Bing Ads API

Want to learn more? [Read the full story.](#)

The challenge

Adobe Sign presented Adobe with a unique challenge: rebranding an established product on its own and as part of a bigger umbrella of services. This made a complex path to success.

The solution



Adobe used its own Adobe Advertising Cloud with Bing Ads. Adobe took advantage of Bing Ads features such as Universal Event Tracking.

The results

“ We got a lot more for our money. All the extra savings went back into investing more on the Bing Network. It ended up being phenomenally successful. ”

Daniel Ligh
Search Marketing Manager at
Adobe

Bing Ads with Adobe Advertising Cloud achieved the following:



Drove cost per action (CPA) down **63%** year over year



Increased Bing Ads spend by **3x** and got **5x** the return

Results provided to Bing by Adobe

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