



It all Ad's up for SEM agency



Ad's up is a Search engine marketing (SEM) agency specialising in paid search campaigns.

Industry: Marketing

Market: France

Target customers: Brands

Products used: Sitelink Extensions, Enhanced Sitelinks, Callout Extensions, Universal Event Tracking, Remarketing in Paid Search, Bing Shopping, Image Extensions

#BingAdsStories

The challenge

“ Generating as much business as possible for customers remains the challenge, which is why Ad's up leverages all key SEM tools and services. This therefore requires a good sense of adaptability. The Bing Ads team is a great partner in helping us to achieve our goals in that respect. ”

Guillaume Neyret,
quality SEM manager

The solution

Ad's up works with the Bing Ads team to understand how it can use emerging technologies to improve campaign precision and adapt accordingly.

The Bing Ads team offers regular personalised support, which means Ad's up is always abreast of new innovations as they emerge.

This ensures:

 **High**
conversion rates

 **Low**
cost per acquisition

The results


Bing Ads relationship has helped some of Ad's up's e-commerce clients increase their:

monthly sales
10% - 20%



The click-through rate is usually **two times** higher with Bing Ads campaigns, delivering a **10%** higher conversion rate.

 **CTR**
2X higher

 **10%**
higher conversion rate

Want to learn more? Read the full story: <http://advertise.bingads.microsoft.com/en-uk/ad's-up-customer-story>

