

CJ Pony Parts puts the pedal to the medal with Bing Ads



CJ Pony Parts has been selling Mustang parts for more than 30 years. This Pennsylvania-based company isn't just a parts retailer, it's comprised of automotive enthusiast employees who are dedicated to providing their patrons with the best products.

- **Industry:** Automotive
- **Market:** Global
- **Target Customers:** Mustang owners
- **Product Used:** Image Extensions and Sitelink Extensions

The challenge

How does a niche automotive parts retail company beat its competition and draw in new customers at the same time?

The solutions



Image Extensions allow advertisers to include an image along with their ad.

Sitelink Extensions link the customer straight from the ad to a specific landing page.



CJ Pony Parts used **Sitelink Extensions** to direct customers to car parts by year.



The results

"Roughly 50 percent of our clicks on Bing Ads are from people who have never visited our site before — Bing does a fantastic job of serving the right ad to the right person."

Scott Redgate
SEM Manager, CJ Pony Parts

As compared to Google AdWords, Bing Ads campaigns preformed:



35%
higher ROI



124%
higher e-commerce conversion rate



70%
more page visits per session in Q1 of 2016



30%
better performance dollar over dollar

Want to learn more? Read the full story:

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