



Clarks finds a good fit with Bing Ads



Clarks

Industry: Retail

Market: U.S.

Target customers:

Established women
35 and older

Products used:

Bing Ads Intelligence
Remarketing in Paid Search
Sitelink Extensions
Review Extensions
Callout Extensions

#BingAdsStories

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The challenge

Getting more transparency about its audience and campaign results.

The solution

Clarks, a worldwide manufacturer and fashion retailer of shoes, chose Bing Ads and opted to use syndicated search partner sites on the Bing Network.



The results

With Bing Ads, Clarks reaches a wider audience and can better track performance.

“Bing Ads’ syndication partners help us reach more people who are looking for our shoes. They make sure we’re in front of our audience, that they see our site and that they get the information they need.”



Gian Casimiro
Paid Search Marketing Manager
Clarks

1. Results provided to Bing by Clarks

Since the launch in May 2016 ¹:

Cost per acquisition is **down 75%**

Costs per click are **down 23%**

Click-through rates are **up 380%**

Clicks are **up 10%**

Bing Ads has a **25% higher ROI** than other advertising platforms **25%**

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