



# The hottest ticket in town



**Event Tickets Center** started in 2005 and has grown into one of the largest ticket resale marketplaces for sports, concerts and Broadway events, giving fans a secure and convenient place to find millions of tickets.

- **Industry:** Entertainment
- **Market:** U.S.
- **Target customers:** Sports and music enthusiasts
- **Products used:** Remarketing in Paid Search, Bing Ads Editor

Sign up for a Bing Ads account



## The challenge

*How does an online ticket reseller stand out in a competitive market while maximizing advertising budgets?*

## The solutions

**Remarketing in Paid Search** reaches high-value searchers who have recently visited a website, enticing them to come back and complete a transaction.



**Bing Ads Editor** is an intuitive and simple desktop application that streamlines your search campaign management.

## The results

*“Ad extensions have been key to creating highly-targeted ad units that help increase traffic and conversions.”*

**Adam Young**  
CEO and founder, Event Tickets Center

*“Being able to control repeat visitors, ad copy, keywords and bidding has been a tremendous win.”*

**Adam Young**  
CEO and founder, Event Tickets Center

Want to learn more? Read the full story: [Event Tickets Center and Bing Ads are the hottest ticket in town](#)

#BingAdsStories