

# Home, sweet home

**HomeAdvisor**, a leader in the \$300 billion-plus home industry, has been helping homeowners connect online with prescreened, top-rated service professionals for help with home improvement, maintenance and repair projects since 1999. In 2015, HomeAdvisor connected more than 10 million homeowners to its network of 120,000 service professionals, generating upwards of \$30 billion for small businesses across the country.



- **Industry:** Home Services
- **Market:** U.S.
- **Target customers:** Home owners, service providers
- **Products used:** [Bing Ads targeting](#), [Bing Ads Intelligence](#)

Sign up for a Bing Ads account

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#BingAdsStories



## The challenge

*How does the leader in home services put the spotlight on content and increase conversions with a more targeted audience?*

*“Bing Ads gives us greater insight and more types of customers than other players. We see how we're performing and how different audiences are performing for us.”*

*“I can tell that we're not just a number with Bing Ads. It's like having a partner as a business rather than just doing business with someone.”*

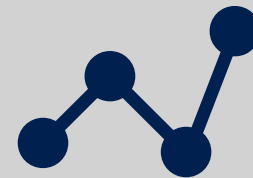
*“With Bing Ads it's more of a partnership and less them pushing us to try to spend more money.”*

**Russell Kalbach**  
Senior Manager of Digital Marketing  
HomeAdvisor

## The solution



**Bing Ads targeting** can help maximize your ad's exposure to customers who are likely to be interested in your products or services.



**Bing Ads Intelligence** is a powerful keyword research tool that allows you to build and expand on your keyword lists using the familiar Microsoft Excel interface.

*“It's an Excel add-on that allows us to download our account performance and then use Bing Ads' internal tools to generate recommendations for us.”*

**John Sheesley**  
Marketing Analyst, HomeAdvisor