



Bing Network. Intelligent search.



“Our paid search activity has helped us spread knowledge of Intersport’s physical stores and special offers, which has resulted in more sales.”



Johan Lidenmark
Chief Digital Officer (CDO)
Intersport

LINK TO STORY

SIGN UP FOR BING ADS

74%
return on ad spend

15%
lower cost per click

28%
increase in average order value

Bing Ads solutions

- Image Extensions
- Sitelink Extensions
- Location Extensions

Campaign overview

Intersport wanted to double its revenue in 12 months by increasing foot traffic through its online channels. Ad extensions helped Intersport stand out from the crowd by further increasing its presence on search pages.

With the help of its agency iProspect, Intersport identified paid search with Bing Ads as a critical part of this growth, driving revenue and brand awareness.

About the company

Intersport is one of the largest global sporting brands in the world, with locations in 40 countries. Intersport is one of the most recognizable sporting companies in the Nordics.

Results provided to Bing by [Intersport](#).

