



SEM drives huge return for LaFourchette



LaFourchette, part of the TripAdvisor group, offers users the ability to get a 20 percent discount at a range of popular restaurants across Europe.

Industry: Food
Market: France
Target customers: Consumers
Products used: App Extensions

#BingAdsStories

The challenge

“ International development is definitely our biggest challenge, and I love tackling the complications that arise from this as we look at new ways to engage with our customers in new markets. ”

Vincent Thephithat, paid acquisition specialist at LaFourchette

The solution

App Extensions

LaFourchette uses App Extensions to target the 50 percent of customers who book using a mobile device.



“ During the summer when our urban customers leave the city, we can adapt our bids according to the places they stay and the particular restaurants they might be looking for during their visit. ”

Christophe Sonladuangchanh, paid media analyst at LaFourchette

The results



Bing Ads relationship stronger than ever due to rising campaign spend



SEM investment doubled since 2012 to reach **10%**



SEM spend in France **up 125%** in 2015

Compared with other search advertising platforms, Bing Ads provides LaFourchette:

30% lower cost per click



17 points higher return on ad spend



25% increase in bookings with **10%** seasonal spend increase



Want to learn more? Read the full story: <http://ads.bingads.microsoft.com/en-uk/LaFourchette-customer-story>

