



Using Bing Ads to drive customer acquisitions for LeLynx.fr



French insurance comparison website LeLynx.fr helps people find the best coverage at the best price.

Industry: Insurance

Market: France

Target customers: Brands

Products used: Sitelink Extensions, Image Extensions, Universal Event Tracking



#BingAdsStories

The challenge

“ In France, historically, big insurance companies have very strong brands and customer relationships. People are used to face-to-face contact with insurers. This is why insurance comparison sites are underused in France. It’s a combination of trust and familiarity. ”

Johann Etchegaray, LeLynx.fr, marketing manager

The solution

LeLynx.fr uses Universal Event Tracking (UET) to track what customers are doing after they click on a LeLynx.fr ad. With UET, advertisers can track multiple types of conversion goals using only one tag that is placed across their website and find out which keywords bring in conversions and which ones don’t.

LeLynx.fr likes the continuous innovation that Bing Ads offers, such as detailed client feedback and social media flow integration. This helps LeLynx.fr to get ahead of the competition, whilst the Bing Ads Product Advisory Group provides a unique opportunity to discuss products and services with the Bing Ads team.

The results

Bing Ads accounts for an impressive 20 percent of paid search acquisition.



Bing Ads tends to yield a significantly lower cost per quotes (6€ CPA) and a 55 percent conversion rate.



LeLynx.fr achieved a 10–15 percent return on investment with Bing Ads, making it a better value.



“ As a marketer, I feel that Bing Ads listens to me, whereas the competition only has a one-way innovation process. ”

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

Johann Etchegaray, LeLynx.fr, marketing manager