



LensDirect.com: Four generations in focus



A hundred years after his great-grandfather began selling spectacles from a pushcart on Manhattan's Lower East Side, Ryan Aloviz proudly maintains a tradition of customer service.

Industry: Optometry

Products used:

Market: U.S.

Universal Event Tracking

Target customers: Men and women of any age

Bing Ads Editor

Remarketing in Paid Search

Want to learn more? [Read the full story.](#)

The challenge

Stand out from others who sell the same product, cultivating a reputation based on stellar service.

The solution



LensDirect.com uses Universal Event Tracking to monitor customer behavior, Bing Ads Editor to manage campaigns, and Remarketing in Paid Search to reconnect with customers.

The results

“We're seeing greater sales with Bing Ads. We're spending less and yielding more. To me, that's a monster home run.”



Ryan Aloviz
CEO of LensDirect.com

Conversions are up

60%



Average CTR is up

44%



Site traffic is up

112%



Advertising budget is up

202%



SIGN UP NOW



Results provided to
Bing by LensDirect.com

