

Bing ads

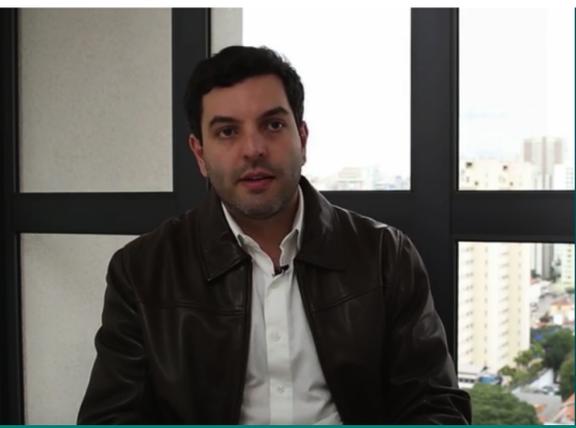
Linka helps clients craft marketing masterpieces with Bing Ads



Linka, a digital marketing agency in Brazil, has had fruitful relationships with both **Hertz**, a rental car company, and multinational corporation **Valid**.



With help from Linka, Valid reached its target audience, **opening up a wealth of untouched business**, and Hertz has seen **website traffic increase at a lower cost per click**.



"Whether the goal is an increase in the number of calls, the number of people visiting the website — or even the physical store, Bing is essential."

Lucas Burza
Managing Director
Linka

Achieving more for less with Bing Ads



With **Bing Ads**, Valid's return on ad spend is 11.



When Valid invests the equivalent of **one U.S. dollar** in Bing Ads, it gets **\$11** in income.

Since launching Hertz' first Bing Ads campaigns at the end of 2014, Linka has **doubled the company's budget** for the channel. Why? Compared to Hertz' Google AdWords campaigns, Bing Ads delivers...



34% higher
conversion rate



7% lower
cost per click



"Bing has helped us scatter our actions, bringing in more people, spreading the culture of car rental and attracting a larger audience."

Danielle Okura
Digital Marketing Coordinator
Hertz

Tools of the trade

Linka used the **Bing Ads Google Import** tool to launch Hertz', Valid's, and other clients' Bing Ads campaigns with ease.



Google Import lets advertisers copy a combination of



1.5M
keywords and ads from Google AdWords over to Bing Ads, as well as up to



200,000
negative keywords, campaigns, ad groups and extensions

In its day-to-day operations, Linka's favorite tool is **Bing Ads Editor**.



It's a desktop application that lets users quickly find and update campaign details, make changes offline and upload their revisions in one click.

"There is no simpler and more effective way to work with our campaigns than with **Bing Ads Editor**."

Eric Gomes
Managing Director
Linka

Bing Ads accounts for **5-8%** of Hertz' online marketing budget — but is responsible for about **10%** of all its online reservations.



"**Fifty percent** of our budget in digital marketing is being allocated to Bing Ads. It has brought the ROI we are seeking through the engine."



Marcio Nunes
Director General
Valid

Interested in advertising your business with Bing? It's easy to get started. Check out our tutorial: www.bingads.com/getstarted

Bing Network. Be there.

