



The perfect fit for online retailer and Bing Ads



Specialising in sports and high-end clothing, MandM Direct prides itself on providing quality products at prices its customers can afford.

Industry: Retail

Market: UK

Target customers: Consumers

Products used: Bing Shopping Campaigns, Remarketing in Paid Search, Enhanced Sitelinks, Callout Extensions, Structured Snippet Extensions

#BingAdsStories

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

The challenge

“Increasing our customer base in the UK is a focus for us at the moment. We see Bing Ads as a key part of our future as we look to grow our customer base and apply our understanding of our core demographics to new and emerging markets.”

Phil Twigg, digital marketing manager, MandM Direct

The solution



Broad match modifier keywords

Customer messages can be refined to maximise their impression capability and reduce the amount of required keywords.



This greater level of precision means customers can locate specific products they are interested in purchasing far more easily.

The results



Click-through rate increased from

4.5% to 12%



Ad extensions help maintain a lower cost per order

90%

impression share

“Bing Ads has always been very strong for MandM Direct. The nice thing about it is that it adjusts to changing market conditions. As a result, it has always converted better than other platforms, which has allowed us to do more.”

Phil Twigg, digital marketing manager, MandM Direct

