

Microsoft Store enlists Point It and Bing Ads to deliver paid search solutions



Microsoft Store

Microsoft Store connects shoppers with the latest software and technology products from Microsoft.

- **Industry:** Retail
- **Market:** U.S.
- **Target Customers:** Online shoppers
- **Product Used:** Universal Event Tracking (UET) and Remarketing in Paid Search
- **Partner:** [Point It](#)

Point It
Digital Marketing



The challenge

How can Microsoft Store give shoppers a more personalized experience on the Internet?

The solution



Universal Event Tracking (UET): a powerful tool that records what customers do on a website. When advertisers create a UET tag and place it across their websites, Bing Ads can

collect data that helps advertisers track conversion goals.

help advertisers target audiences with remarketing lists.



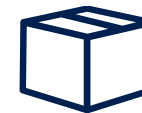
Remarketing in Paid Search delivers ads to Bing Network searchers who have previously visited an advertiser's website.

The results

"With UET's ability to share audiences across one client, we've been able to leverage additional audiences and receive almost double the amount of remarketing impressions with Bing Ads as we see in Google."

Natalie Barreda, Point It

With Remarketing in Paid Search, Point It clients typically see...



5-10%
higher order
value



20%
higher average
ROAS

For brand terms, Point It clients typically see...



50%
higher ROAS
compared to
AdWords



50%
lower CPC
compared to
AdWords

Want to learn more? Read the full story: [Microsoft Store enlists Point It and Bing Ads to deliver paid search solutions](#)

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