



Bing and momondo: Opening the world via search



momondo is a free, independent online flight search engine. The Denmark-based company was founded in 2006 by developer and entrepreneur Thorvald Stigsen.

Industry: Travel

Market: Global

Target customers: Travellers

Products used: Remarketing in Paid Search, Bing Ads, Sitelinks, Sitelink Extensions, Enhanced Sitelinks, Image Extensions

#BingAdsStories

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The challenge

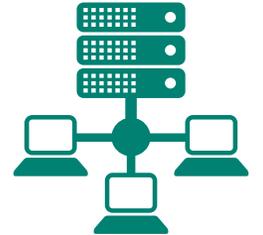
“We have a global goal for momondo group of reaching one billion Danish kroner in revenue. Bing Ads is a key tool for us in achieving this.”

- Niklas Lindgaard, Global Head of PPC at momondo

The solution

To help achieve the growth the company is striving for, momondo is capitalizing on the increasing market share of Bing Ads across all territories relevant to the business.

This involves utilizing a mix of paid search strategies, including Remarketing in Paid Search, ad extensions and mobile, with regular search proving to be the most successful offering for them.



The results

Using Bing Ads, momondo achieved a 9 percent lower cost per click (CPC). It also found that its audience converted more often, earning a better return on investment (ROI) compared to other search engines.

Bing Ads stats box

Cost per click (CPC) with Bing Ads	9 percent lower*
Conversion rate with Bing Ads	20 percent higher*
Return on Investment (ROI) with Bing Ads	47 percent higher*

*than comparable search engines on generic keywords.

The Bing Network's market share is growing in the Nordics:

5.8%

Finland*

5.2%

Denmark*

7.9%

Sweden*

10.3%

Norway*

with 57 million searches per month across the region

18%

market share in the U.K.

31.5%

market share in the U.S.

*comScore qSearch (custom), March 2016. Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites.