



myposter visualizes Ads with Bing Ads — the success is remarkable



Founded in 2011 and based in Bergkirchen near Munich, myposter is a young and dynamic e-commerce company that specializes in individual prints. In 2015, the company recorded 9,5M € in revenue and currently has 150+ employees.

Industry: Retail
Market: Germany
Target customers: Consumers
Features used: Call Extensions, Image Extensions, Product Ratings and Sitelink Extensions.

#BingAdsStories
 #BingNetwork

The challenge

With the goal to become the market leader for digital printing in Europe, myposter relies on Bing Ads in search engine marketing. As an online provider, the challenge lies mainly in communicating the superior quality of their products to new customers.

The solution

*The photo printing expert uses Bing Ads Product Ads and features including **Sitelink Extensions**, **Call Extensions**, **Product Ratings** and **Image Extensions** to offer an outstanding and dynamic customer experience. In the visual world of photography, image ads have the best response rate, so Image Extensions were emphasized.*

The results

“ Bing Ads is a strong partner — while tripling the adoption of Bing Ads in the past years, we were able to generate additional revenue. ”



July-Ann Tijmes
SEA-Lead
myposter GmbH

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

Results provided to Bing by [myposter](#).

With Bing Ads, myposter has achieved some impressive numbers:



234% return on ad spend



+75% revenue



+50% conversions



0,93 € CPC

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