The results

"Bing has been successful at helping us derive a better cost per referral on a seasonal basis and on some of our core keywords. We will continue to increase it as long as it continues to outperform."

Corey Frankosky
Paid Search Manager
Visibility and Conversions

Remarketing in Paid Search: reaches high-value users who have previously visited the advertiser’s website. The advertiser can define audiences based on their activity on the website and re-engage with them by adjusting bids, customizing ads and broadening keywords.

Scott Schult
EVP of Marketing
Myrtle Beach Area Convention & Visitors Bureau

Using Bing Ads, Myrtle Beach Area Convention & Visitors Bureau has seen...

- 5% lower CPC than Google AdWords campaigns
- 60% conversion rate
- 15% lower CPC