



Bing Network. Intelligent search.

Expanded Text Ads tell a compelling story

LINK TO STORY



SIGN UP FOR BING ADS



Results provided to Bing by [On the Beach](#)

“Expanded Text Ads have given us the extra room to get our message across, and they have not only increased CTR but also helped improve our conversion rates.”



Danny Catapano, Performance Marketing Manager, On the Beach

On the Beach saw

12%

increase in CTR when using Expanded Text Ads.



Bigger and better ads

On the Beach used Expanded Text Ads in Bing Ads to build out and write more compelling ads with longer ad titles and text. With Expanded Text Ads, the company was able to optimise its ads to better connect with potential customers.

Packing a punch

On The Beach finds that Expanded Text Ads spark the interest of customers. To date, it has seen a 12% increase in the click-through rate (CTR) when using Expanded Text Ads. The company expects to continue down that successful path in the future.

A leader in tourism

On the Beach, a leading beach holiday specialist in the United Kingdom, helps more than 1.5 million customers book their beach holidays every year. Founded in 2004, the company has a listing on the London Stock Exchange.

