



Page Zero Media's search for the next level of precision



In the fall of 2014, **Page Zero Media** revamped **CanyonTours.com**'s Bing Ads campaign, hoping to take something good and make it better by targeting an **ambitious CPA rate of \$50**.



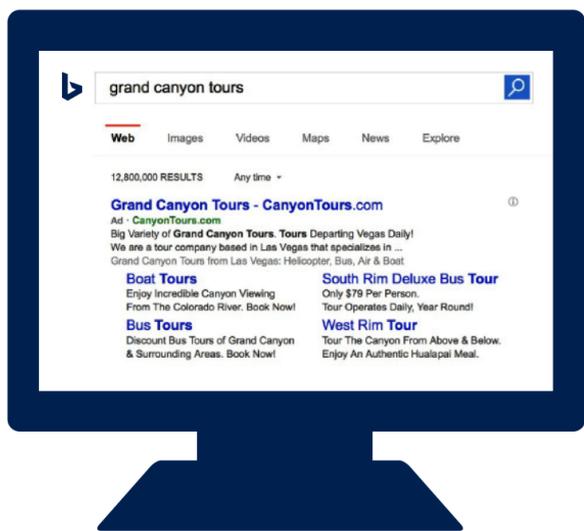
Not only did **Page Zero Media** hit that, but it exceeded expectations substantially — and with an **average CPA of \$40**, the **Bing Ads** campaign was not only helping **CanyonTours.com** hit volume objectives, but also ensuring that each sale was profitable.



"It's a story of a small business person challenging the bigger companies in this space and building what he wants: a growing business, a trusted reputation and predictable results."

Andrew Goodman
President
Page Zero Media

CanyonTours also benefits from **Sitelink Extensions**, extra links in ads that take searchers to specific pages of a website.



Goodman says that for him, the reporting is a major appeal of Bing Ads. "For instance, we have seen two years of data saying people might be sleepy at night; **they might search and browse after 8 PM, but they're not purchasing**. So, we might want to shut our ads off or we might want to bid **50 percent lower in the evenings**. If you don't have that time accurate, then you're bidding on nothing."

In September 2015, the **Bing Network** delivered across all industries:



170M
unique searchers



5.5B
monthly searches



22%
more spent online
than average Internet
searchers



30%
share of the U.S.
search market



"Every time I see the **Bing Ads** people, I run up to them and say, 'Thank you, thank you, thank you!' I love the extra traffic."

Mona Ellesseily
Vice President of Online Marketing Strategy
Page Zero Media

Find out how **Page Zero Media** used **Bing Ads** to hit its target cost per acquisition

Interested in advertising your business with Bing? It's easy to get started. Check out our tutorial: www.bingads.com/getstarted

Bing Network. Be there.

1. comScore Explicit Core Search (custom), September 2015; includes Microsoft Core Search sites and Yahoo (Bing powered) sites in the U.S

