



Room for growth



RESERVATIONS.COM

Over 1.5 million happy travelers have used **Reservations.com** to book more than 2 million rooms at the 150,000+ hotels the company offers worldwide. With more than 20 employees and based in Orlando, the company is looking ahead to extend its reach into rental cars, ticket and dinner reservations.

Industry: Travel

Market: U.S.

Target Customers: Travelers, sports and entertainment enthusiasts

Products used: Call extensions; device targeting

#BingAdsStories

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



The Challenge

How can a self-funded company use paid search to scale growth at the same pace as bigger industry players?

The Solutions



Device Targeting

With device targeting, you control when, where and on what device your ads connect with customers based on what's best for your business.



Call Extensions

With a Call Extension, you can display a phone number directly in your search ad on PC, tablet or smartphone. Get calls from customers who either click to call or dial the number in your ad.

The Results

Call Extensions give Reservations.com customers a convenient way to call directly from search results — one click to call is all it takes.

With **device targeting**, Reservations.com targets “call-ready” smart phones over tablets for a smarter spend.

For Reservations.com, Bing Ads has

10-15% lower cost per click (CPC)*

*over Google for the same keywords.

With Bing Ads, Reservations.com has achieved...

172% year-over-year Increase in traffic

20% less CPC over other ad platforms

18% higher ROI

