



Boosting customer sales and conversions with Bing Ads



SimplyBe

Award-winning Manchester-based fashion brand that caters to the plus-size clothing market.

Industry: Fashion/Retail

Market: United Kingdom

Target customers: Consumers

Products used: Sitelink Extensions, Enhanced Sitelinks, Image Extensions

#BingAdsStories

Want to learn more? ? Read the full story: [Bing and SimplyBe: Empowering women via search](#)

*(Microsoft Internal, Q1'2015 vs. Q1'2016 Bing O&O traffic only)

The challenge

Switching from catalogue to digital is one of SimplyBe's biggest challenges. As is ensuring its brand speaks to its audience in the right way.

SimplyBe worked with the Bing Ads team and agency Carat to shape a cost-effective customer engagement strategy.

The solution



Remarketing

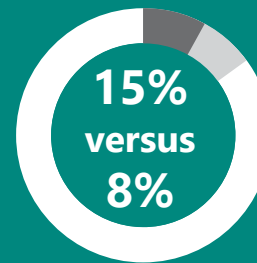
The team makes extensive use of Remarketing in Paid Search to help them gain new customers and to improve lifetime retention, as it enables them to target the same customers again.



Bing Shopping Campaigns are delivering impressive results in terms of volume and performance.

The results

Bing Ads Now accounts for nearly double SimplyBe's total paid search spend.



Market share growth of the Bing Network in SimplyBe's two main targets are now over:

20%
in the UK*



30%
in the U.S.*



“ Paid search has played a huge part in helping us to move into the digital space. By using PPC, we're able to grow the brand by speaking directly to our existing customers as well as getting in front of loads of new customers. ”

Andrew Johnson, PPC manager, N Brown Group

