



Subito: Driving traffic and conversions with Bing Ads



Subito, part of international media giant Schibsted Media Group, is a leading digital platform in Italy for buying and selling items online.

Industry: Classifieds

Market: Italy

Target customers: Consumers

Products used: Universal Event Tracking, Remarketing in Paid Search.

[#BingAdsStories](#)

Want to learn more? Read the full story: [Driving business efficiency with Bing Ads](#)

The challenge

With over 37 separate product categories, each of which is subject to different dynamics in terms of buyers' and sellers' search behaviours, Subito needs to have a powerful and efficient ad service to reach and acquire customers.



The solution



Advanced targeting

Advanced Bing Ads targeting features help Subito plan its campaigns, address ad insertion targets and maintain high customer satisfaction.



Advanced conversion tracking

Universal Event Tracking attributes clicks to customer activity, showing Subito how campaigns are performing.

The results

70%

Traffic management reduced by 70%

4X

Conversion efficiency 4x higher than average from other traffic sources



Cost per entering visit reduced by 25%



Bing Ads is a very important channel for us and helps us attract and convert new customers, effortlessly.



Stefano Tamagno, performance marketing specialist at Subito



Bing is among the top three sources of traffic

