



## Suntransfers.com flies high with Bing Ads



European booking company Suntransfers.com provides low-cost private and shared door-to-door transfers for its customers travelling worldwide.

**Industry:** Travel

**Market:** Spain

**Target customers:** Consumers

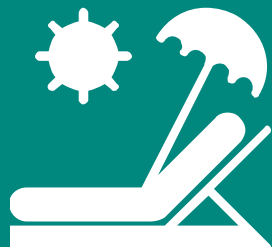
**Products used:** Image Extensions, Remarketing for paid search

#BingAdsStories

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## The challenge

Capturing the attention of their audiences “in the moment” is a key requirement for Suntransfers.com. Their service is normally the final consideration users make when arranging their holiday.



## The solution



### Bing Ads tools

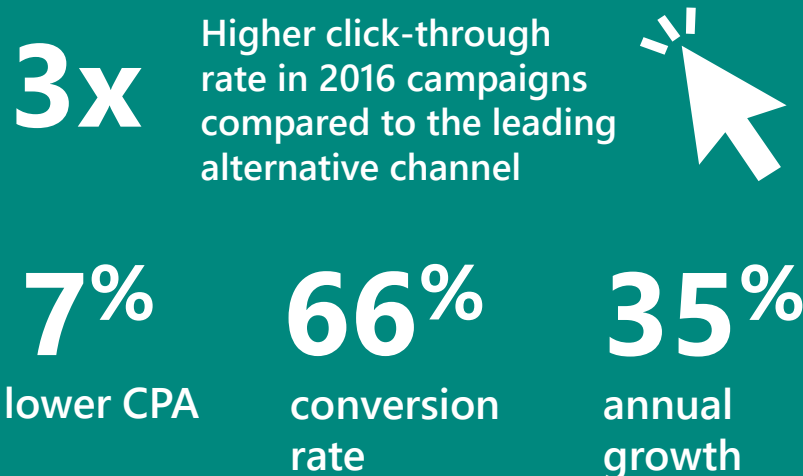
Following a web restructure, Suntransfers.com deployed Image Extensions and Sitelink Extensions to enhance its ads.



### Remarketing for paid search

Remarketing messaging is tailored to suit segmented audience groups. The further along the booking process, the more urgent the message.

## The results



“ Bing Ads provides you with better results in comparison to the amount of money invested. It also gives us the confidence that our message is being delivered to a receptive audience and reaching the correct target. ”

Nathan Timmins, digital marketing director, Suntransfers.com

