



Travel company sees 75% increase in click-through rate and overall improved ROI with Bing Ads

The Canadian travel industry is feeling the effects of increased airfare costs and vacation packages. To stay at the forefront of this ever-changing industry, Canadian travel company tripcentral.ca has created a competitive online presence to keep on top of industry standards and ahead of the competition.

Tripcentral.ca is an online travel agency with 25 retail stores in Ontario, Nova Scotia and New Brunswick. In operation since 1989, the company has grown into one of the largest travel companies in Ontario and employs more than 200 people. Offering all-inclusive vacations, as well as airfare, hotel stays, cruises and European vacation packages and tours, tripcentral.ca has found Bing Ads to be an integral part of its overall marketing strategy.

"Canadians love to travel. And with Bing Ads, tripcentral.ca was able to connect with its target market at the right time, place and price," says Maor Daniel, Bing Canada's SMB segment lead. "Through market insights, great service and continual optimization by the Bing Ads sales team, they achieved an incredible ROI."

Connecting with the right audience through Bing Ads

Tripcentral.ca started using Bing Ads in 2013 as a way to turn clicks into conversions, increase online bookings and improve its ROI even further. Competing with other online travel agencies, tripcentral.ca knew it was crucial for its business to maintain a strong online presence. In addition to marketing tactics like in-store, radio and social media, tripcentral.ca added paid search to its strategy to help reach new customers and get more leads, and ultimately increase transactions and conversions.

When integrating Bing Ads into its overall marketing strategy, tripcentral.ca found the average Bing searcher to be in line with its target audience.

"With the average Bing user being significantly involved in online purchase activities, we're hitting the right audience for our goals—searchers looking to buy," says Bin Tang, director of SEM at tripcentral.ca.

Case study

tripcentral.ca

Client : tripcentral.ca

tripcentral.ca

Social :  

Industry: Travel

Market : Canada



133% increase in conversion rates



101% increase in clicks

Agencies get access to Bing Ads support specialists, tutorials, marketing materials, accreditation and more. Let us help you serve your clients better. [Visit the Agency Hub](#)



In fact, research shows that the unique searchers on the Bing Network spend 22% more online than the average Internet searcher and 13% more than Google searchers in Canada.² Additionally, research shows that the majority of Bing users live in the Eastern Canadian provinces, which is also where a majority of the tripcentral.ca retail locations are located.

Turning clicks into conversions

Tripcentral.ca has found much success using Bing Ads features like Rich Ads in Search (RAIS) in its search marketing efforts. Rich Ads in Search is a combination of extra links and rich media content (videos, images or logos) in search ads.

“Rich Ads in Search has been especially beneficial, partially because it’s not offered through Google AdWords,” Tang says. “This heightens our brand awareness as people recognize our logo.”

Additionally, this feature puts tripcentral.ca ads at the top of the search engine results page (SERP), making it a dedicated brand for the user’s search. And with more real estate on the SERP, tripcentral.ca has seen increased conversions and an improved ROI. On average, the travel company has seen an average cost per click of \$0.10 for branded ads and \$0.55 for Rich Ads in Search. This is compared to a travel industry average cost per click of \$0.75 on Google and \$0.63 on Bing.

Location Extensions, Call Extensions and Enhanced Sitelinks have also powered more conversions for tripcentral.ca. The travel company has found that Enhanced Sitelinks provide more options to click on an ad, while Call Extensions allow searchers to speak with an agent about their travel plans right away. This type of accessibility means more searchers tend to click and use tripcentral.ca for booking travel. And with Enhanced Sitelinks, tripcentral.ca can customize its ad text even further, bringing more important company details and promotions material to searchers’ attention.

But beyond the Bing Ads features, tripcentral.ca has also found the Bing Support and Bing Sales teams to be an integral part of its success. The travel company received frequent insights from the Bing Ads teams to help improve account performance from daily tasks to long-term goals. The Bing Ads team also provides updates on tools coming to Canada, so tripcentral.ca can take advantage of them right away.

Overall, tripcentral.ca has seen great results since using Bing Ads. Specifically, conversion rates have increased by 133%, clicks have improved by 101% and the click-through rate has increased by 75%. Tripcentral.ca attributes some of this success to Bing offering a more relevant audience, unique features and access to data. This allows the company to optimize its search terms better and know which impressions generate clicks.

“Our numbers show that using Bing Network and implementing Bing Ads is useful—you’ll pay less, and the ads will be more prominent,” Tang says. “With higher revenue and ROI, it should be a main goal for all SMBs to use Bing Ads.”

[Get started](#)

Bing Network

Reach millions of unique searchers in Canada on the Bing Network,¹ where searchers spend more. Searchers on the Bing Network spend 22% more online than the average Internet searcher.²



17 million
unique searches



411 million
monthly searches



12 percent
of the search market