



Vegas.com deals aces high



Vegas.com is a destination-specific Online Travel Advertiser that provides discounted travel products — including shows, hotels, dining and other activities — exclusively for Las Vegas visitors.

Industry: Travel

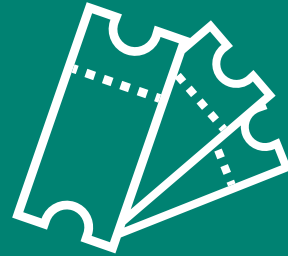
Market: U.S.

Target customers: Travelers ages 25 to 54

Features used: In-market Audiences, Bing Ads Editor, labels

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The challenge



Vegas.com collects most of its income from booking shows in Las Vegas. The advertiser wanted to increase hotel reservations and build its mobile audience.

The solution



Vegas.com incorporated Bing Ads as a key part of its search engine marketing strategy. The advertiser has experimented with features such as **In-market Audiences** to target consumers that are in the market and ready to buy for the travel industry.



Day to day, it relies on Bing Ads Editor to create and manage campaigns. It also uses labels to organize campaigns, ads and keywords for improved filtering and reporting.

The results

In the first half of 2017, Vegas.com achieved the following with Bing Ads:

“ I can try new things like the **In-market Audiences** pilot, where I can rely on the intelligence of the system to guide me on who may be ready to purchase. We tapped into a larger audience and was excited to see a *27% increase* in return on ad spend. ”



Juliana Dean
Digital Marketing Manager
Vegas.com

Return on ad spend increased by

27%

Click-through rate increased by

65%

Cost per conversion decreased by

20%

The conversion rate of visitors to the site increased by

30%

Results provided to Bing by Vegas.com

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