



Verivox: Paid search with Bing Ads really works



Verivox is one of the largest consumer portals in Germany. It's mission is to be the one-stop shop for consumers looking for tariffs within various households and other fields.

Industry: Online comparison

Market: Germany

Target customers: Travellers

Products used: Remarketing in Paid Search, Sitelinks, Enhanced Sitelinks

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The challenge

One of Verivox's biggest challenges is making the switch between energy providers as easy as possible for customers.

The business also needs to understand how it can maximise conversion rates from paid search.



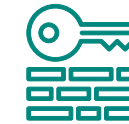
The solution



Verivox is heavily adopting remarketing in paid search for tailored campaigns in order to address customers more specifically and selectively.



As part of this process they have created individual paid search campaigns with tailored ad copies to address undetermined users.



They have also been able to build a custom keyword set from the learnings of their general remarketing assets.

The results

“Bing Ads is a great alternative to other customer acquisition techniques.”

Steven Drühl, senior online marketing manager at Verivox

Since moving on to Bing in June 2012 the team has seen an impressive:

conversion rates increase by

74%

the remarketing strategy lowered CPA by

18%

50%

lower cost per click



Want to learn more? Read the full story: <https://advertise.bingads.microsoft.com/en-gb/insights/stories/verivox-customer-story>

