



Boosting customer sales and conversions with Bing Ads



Vodafone is the second largest telco in the world. The company made the UK's first mobile phone call in 1985, establishing the first cellular network in the UK in the process.

Industry: Telecom

Market: UK

Target customers: Consumers

Products used: Bing Shopping Campaigns, Remarketing in Paid Search, Enhanced Sitelinks, Image Extensions

#BingAdsStories

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The challenge

“ The biggest challenge for Vodafone is the need for constant innovation. The telecoms market is competitive and constantly changing, so there’s always a need to find new ways to engage consumers.”

Chris Pearce, search and affiliate lead, Vodafone

The solution



Remarketing in Paid Search

Targeting people already identified through the Vodafone site allows for a more audience-focused approach.



Shopping for a mobile phone is an incredibly visual experience. Bing Shopping Campaigns allow more visual content to be presented to the consumer, while the addition of the “order now” button helps increase clicks and potential sales.

The results

Click-through rate improved by **20%** year on year



↓ Cost per sale reduced by **28%**

27% reduction in cost per click year on year



“ I’d recommend Bing Ads to any advertiser in the UK. There are huge gains to be made across many search accounts. If you are not working with Bing Ads, you’re not engaging with the strong, unique customer base that you can reach through Bing Ads.”

Chris Pearce, search and affiliate lead, Vodafone

