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"We started our company with such a small investment on our own and no financial support. That's what inspired us to create a grant for women-owned small businesses."



Gita Vasseghi
Co-owner at Yes Mo Beauty

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Results provided to Bing by [Yes Mo Beauty](#).

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140%

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Bing Ads solutions

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Bold besties innovate with fierce creativity

Gita Vasseghi was a high-level executive in the fashion industry. Her best friend, Jennifer Paschall, owned a successful waxing salon in Los Angeles and was the busy mom of two. It all began because these best friends wanted to find a way to spend more time together. But it quickly became much more than that. "Starting our business empowered us to do something positive together," Vasseghi says. "Our number one goal when we launched our Yes Mo Beauty brand was to help build confidence in women."

A marketing makeover

After appearing on the TV show "Shark Tank," they decided to bring Bing Ads into their marketing strategy. The goal was to grow their online business, selling more product on their website and third-party sites. "Working with Bing Ads was exactly what we needed," Paschall says. "We discovered how different Bing Ads is, and it helped us target a whole new customer. That's really exciting." They worked with their Bing Ads specialist, and things evolved from there. "I have to say, I really, really like the whole Bing Ads customer experience," Vasseghi says. "Working with our specialist is great. He has helped us figure out our keywords, how to target customers, and how to set up and optimise our campaigns. That makes a world of difference. He rules." Paschall agrees, "That kind of support makes digital ads easy to understand for people like us who are new to this. We're learning a lot, thanks to Bing Ads."

