



# Younited Credit uses Bing Ads to increase its web visibility



**younited credit.**  
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Online loan platform, Younited Credit, is disrupting the financial services industry by providing an agreement in principle to applicants within 24 hours.

**Industry:** Financial

**Market:** France

**Target customers:** Consumers

**Products used:** Remarketing in Paid Search, Enhanced CPC, Sitelink Extensions, Image Extensions

#BingNetwork  
#BingAdsStories

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## The challenge

“ Getting customers to complete the entire customer journey with us – from discovery through to a customer taking out a loan – is perhaps our biggest challenge. ”

**Jean Lalau,**  
traffic manager, Younited Credit

## The solution



### Remarketing in Paid Search

Features such as Remarketing in Paid Search improve the performance of Younited Credit’s ads and increase the precision by which the company retargets potential customers and accelerates the customer journey.



### Bing Ads Enhanced CPC

Bing Ads Enhanced CPC automatically adjust bids to ensure Younited Credit are targeting individuals that are more likely to convert.

## The results

**30%**  
higher  
conversion rate

**60%**  
lower cost  
per click

**20%** of Younited Credit loans generated by paid search come from Bing Ads

“ Since we started working with Bing Ads, we have been able to target potential customers far more strategically. Our ability to drive down the cost per lead with Bing Ads, means that our cost per loan is much better than with other platforms. ”

**Jean Lalau,**  
traffic manager, Younited Credit

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