

Bing Ads Remarketing in Paid Search drives results



76%

Did you know that **76%** of people abandon their online shopping cart?¹

44%

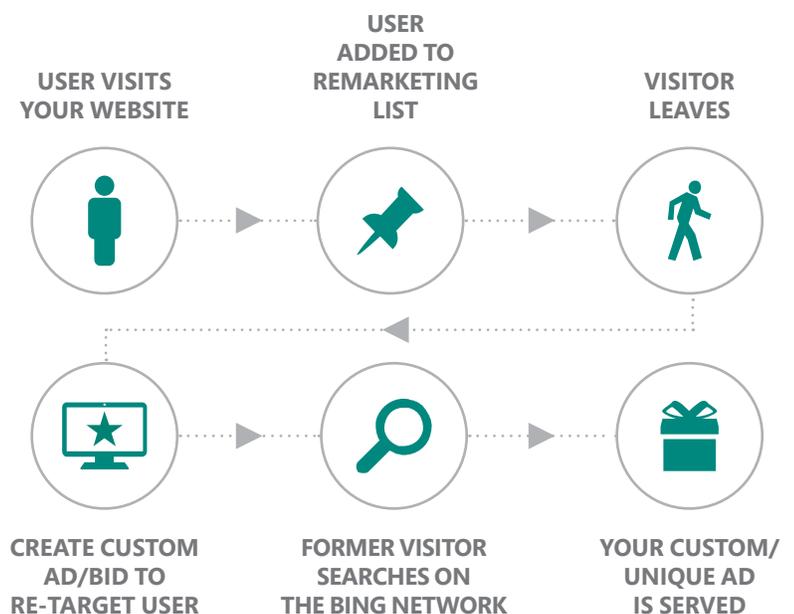
Bing remarketing ads see a **44%** increase in conversion rate.²

51%

Retail remarketing CPAs are **51%** lower than non-remarketing CPAs.³

Boost your campaign performance by **re-engaging with high-value users** who have previously visited your site.

You can **optimize your campaigns and increase ROI** by targeting and segmenting website visitors based on their activity, such as abandoning a shopping cart.



With Remarketing in Paid Search, Point It clients typically see:



5-10% higher order value



20% higher average ROAS

For brand terms, Point It clients typically see:⁴



50% higher ROAS when compared with AdWords



50% lower CPC when compared with AdWords

“

“Our Bing Ads remarketing campaigns are more efficient than what we’re using in Google, and the orders that come through have a higher average order value.” — **NATALIE BARREDA, POINT IT**

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1. SaleCycle, “The Remarketing Report Q1 2017.” Worldwide. May 2017. 2. Microsoft internal data, US, Remarketing vs. Non-Remarketing ads flight (9/1/2016 – 11/13/2016). 3. Microsoft internal data; February 2017 – July 2017. 4. “Microsoft Store: Finding the blend” customer success story. Microsoft internal data and anonymized client data, US, 2017.



Microsoft

Reach your relevant audiences in Kenshoo

Kenshoo is the first partner to support Bing audiences in its unified platform for:

- Remarketing
- Custom audiences based on CRM data
- In-market audiences

Marketers can reach new users, re-engage existing users and control and bid aggressively to reach high-converting customers to quickly boost performance at scale.

WITH KENSHOO MARKETERS CAN:

- Tailor specific messaging to high-value clients
- Manage audiences effectively
- Monitor performance by audience and adjust bids accordingly

Kenshoo customers now have the ability to target, manage and analyze their audiences in Bing at scale. With Kenshoo you can assign audiences to ad groups, manage them at the ad group level and then easily analyze information and take action.

LEVERAGE BING REMARKETING IN KENSHOO:

Boost your audience performance

- Determine your audience
- Apply targeting settings at the ad group level
- Analyze your performance
- Create your audiences
- Adjust assignment bids
- Customize reporting
- Manage audience assignments

| AUDIENCE | ASSIGNMENT LEVEL | AD GROUP NAME | ASSIGNMENT ID | CHANNEL ACCOOU.. | CAMPAIGN NAME | ASSIGNMEN.. | CAMPAIGN TYPE | |
|--------------------------|-----------------------|---------------|---------------|------------------|----------------|-------------------|---------------|--------|
| <input type="checkbox"/> | Remarketing for c... | Ad group | Scenario: 1 | 874 | Bing / Kenshoo | Bing ADs | Approved | Search |
| <input type="checkbox"/> | /Apparel & Access... | Ad group | adg11 | 873 | Bing / Kenshoo | Maayan Test | Approved | Search |
| <input type="checkbox"/> | /Financial Service... | Ad group | adg22 | 872 | Bing / Kenshoo | Maayan Test | Approved | Search |
| <input type="checkbox"/> | /Apparel & Access... | Ad group | Adg1 | 871 | Bing / Kenshoo | DownloadAudiences | Approved | Search |

“At Maxus we strive to continually improve the way we connect brands with consumers. A crucial piece of this puzzle is Kenshoo, whose technology enables us to engage with the right audience at the right time through their powerful bidding algorithms, intelligent automation and advanced campaign management tools.” – **MATT NUNNEY, MAXUS**