

News & Content Case Study

Bing is one of the world's leading search engines. Bing and their agency wanted to drive brand awareness and search utilization by emphasizing its up- to- the-minute search results of breaking news and content. The challenge was how to create a display campaign to reflect the real-time nature of news and keep pace with the continually updating content.

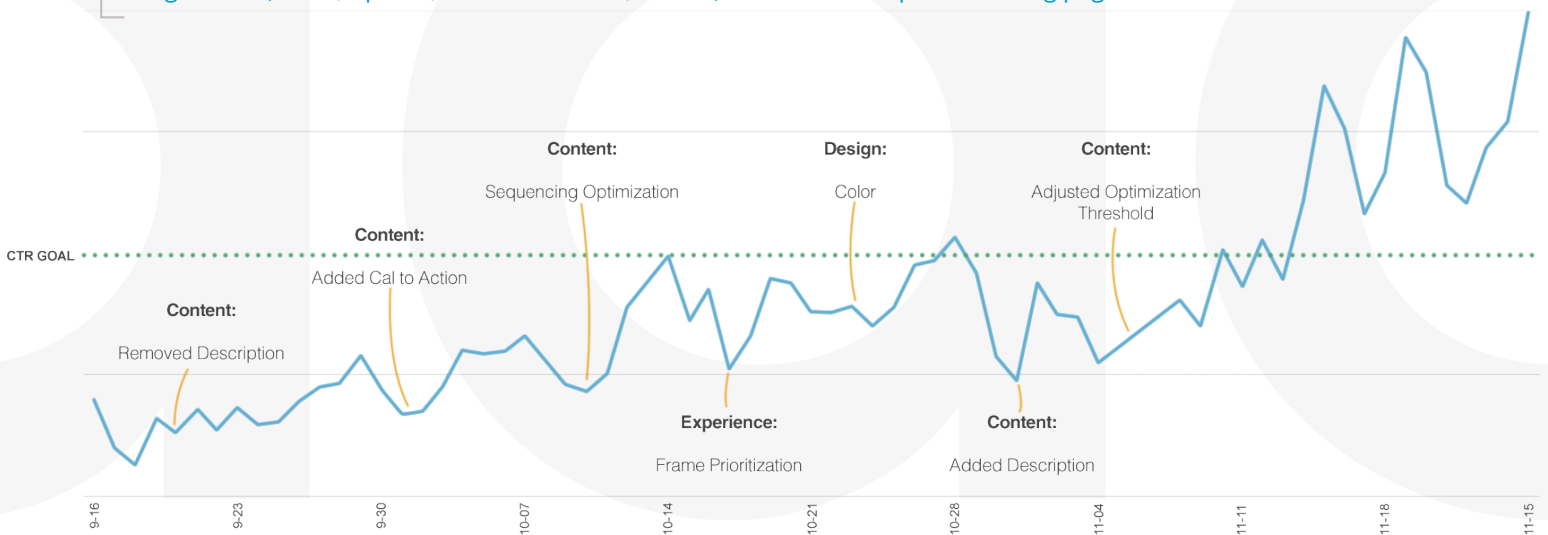
Objectives

- Increase brand awareness and search utilization by driving higher click through rates.
- Dynamically update ad content to reflect the real-time nature of news headlines.
- Improve the user experience using search term specific landing pages.

Results

By optimizing both design layout and sequencing of the new headlines within the carousel, Adacado delivered the following results:

- 800% increase in click through rate over 66 days.
- Improved user experience and longer time on site, as the ads were personalized to audience segments (news, sports, entertainment, music) and used deep link landing pages.



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