



Bing Network. Intelligent search.

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Akvile DeFazio
President of AKvertise, Inc.

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Results provided to Bing by [AKvertise, Inc.](#)

Since onboarding with Akvertise,
a key client has received

10X

their return on investment for
the six consecutive months.

Bing Ads solutions

- Remarketing
- Broad match

An agency passionate about its clients

In 2014 Akvile DeFazio launched AKvertise, a search and social advertising agency in Paso Robles, California. As a conversion-driven marketer, DeFazio is passionate about helping businesses understand their customers and the path to decisions, and then creating a digital strategy to help reach their goals. Her expertise is in e-commerce, event marketing, mobile apps and lead generation, among other things. Most of her clients are midsized businesses, but she also works with enterprise-level and small businesses.

A creative approach

DeFazio helps clients shape many aspects of their marketing campaigns. If needed, she'll share insights about user behavior. "We don't live in a one-click, one-conversion world anymore," DeFazio says. "So potential customers will check you out online, then come back through different channels as they do their own research and eventually convert."

Bing Ads is key to her strategy. "I always recommend that my clients jump into Bing Ads because of the great return on investment," DeFazio shares. "I like that you can break Bing Ads down to small, bite-sized chunks for people who are afraid or hesitant. I tell them: 'Let's try it with a small budget, run it for a week or a few days and then we'll see the results.' It works well, and then the client is comfortable investing in it." To inspire them to try Bing Ads, DeFazio shares success stories about other clients.

