



Elgiganten has achieved a



186%

increase in conversions.¹



250%

increase in clicks.¹



296%

increase in revenue.¹



22%

increase in click-through rates.¹



186%

increase in ad impressions.¹



59%

increase in click share.¹

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About Elgiganten

If you're in the market to buy consumer electronics and household appliances in Scandinavia, you can turn to [Elgiganten](#). Today, customers looking for anything from wine coolers to washing machines can find them online or at one of the company's brick-and-mortar shops across Denmark, Sweden, Finland and Norway.

Easier campaign management

For Elgiganten, adding Bing Ads to the paid search mix was an easy way to expand the company's reach into an untapped audience. The Bing Network accounts for 12.8% of the search market in Sweden.² But that wasn't all. Elgiganten also turned to digital performance marketing agency [iProspect](#) to help maximize the volume and reach using the [iActivate](#) tool.

"Implementing iActivate has made it possible to take full advantage of the available search volume on the Bing Network and increase revenue in a fast and simple way," says Jannicke Tibell, search engine marketing (SEM) specialist at iProspect. "Our close cooperation with the Bing Ads team made it possible for us to implement iActivate in an effective way."