



"We were looking for ways to reach people at home when they couldn't come to our physical locations...and Microsoft Advertising offers the control, flexibility, and transparency we need,"

- Sara Sujka, digital marketing specialist, Hedin Bil

Hedin Bil



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CUSTOMER STORY](#)

68%
higher e-commerce
conversion rate
(compared to other platforms)



Reaching new
audiences, and driving
traffic to the website



Hedin Bil fuels sales with search

[Hedin Bil](#) is one of the Nordic region's largest marketplaces for autos and auto services. Over the years, parent company Hedin Group has grown through acquisitions around Sweden, Norway, Denmark, and later in Belgium, Switzerland, and Germany becoming a leading dealer and importer of vehicles.

Hedin Bil is largely dependent on in-person and face-to-face methods for its sales but has gradually moved toward digital marketing over the past few years. When the pandemic hit in 2020, the company had to accelerate its digital efforts and shift its mindset on how it does marketing.

As part of its digital marketing strategy, Hedin Bil partnered with Microsoft Advertising to generate leads online, utilizing paid search, [Dynamic Search Ads](#) and [broad match](#) to reach new customers.

While Hedin Bil caters to a wide range of consumers in Norway and Sweden, it was vital for the company to reach individuals considering luxury auto brands like Mercedes-Benz or Porsche. To tap into such a specific audience, Hedin Bil leveraged the [Microsoft Audience Network](#). "It's a great platform to reach an older audience of people with higher disposable income to spend on the cars they've been dreaming of buying for a long time," says Sujka.

Hedin Bil is looking into further optimizing its work with Microsoft Advertising so it can continue to reach new customers and grow the business. The company also aims to expand to other European countries in the coming years and move toward being distributors of high-end car brands.

Source: Hedin Bil Internal Data, 2021.

Microsoft Advertising. Intelligent Connections.