



The automated solution has been a huge benefit that unlocked volume and maximized returns.

The results have been impressive. During the initial month where Experian ran A/B testing with Skai's bidding algorithm, Experian increased conversions 97% within their target CPA.



Experian credits Microsoft Advertising Auto Bidding and Skai for helping reach new customers and grow their business

[Experian](#) provides consumer credit information to lenders and other companies, but it also aims to empower consumers to improve their credit information by providing transparency and helping make smarter financial decisions. Experian provides credit monitoring and credit scores and help consumers can understand their financial health. Experian works to help people find the best financial solutions related to life moments, such as securing a new mortgage, getting insurance, buying a car.

To help customers improve their credit scores, Experian launched a service called [Experian Boost](#) in May 2019 which marked a new business model and product for consumers. Their marketing is focused on acquiring new customers to the Experian Boost product. "Paid search is definitely a large piece of our marketing puzzle," says Kyle Koch, Search Engine Marketing (SEM) Director, Experian. "If you're using many marketing channels to create demand, you need to be there to catch customers and Search Engine Marketing allows us to do that," says Koch. Experian say Microsoft Bing has been a notable partner in its paid search efforts, as the percentage of Bing users who click on Experian's ads tends to be higher than on competing search engines. Bing also brings in a slightly different audience of potential customers than the competing sites.

Microsoft partner [Skai](#) has helped enable Experian's outstanding results from paid search as Experian focuses on acquiring new customers and keeping existing customers aware of its growing financial service offerings. [Microsoft Automated Bidding](#) is a key ingredient in the success of this digital marketing solution.

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