



EaseMyTrip has achieved an:

86.8%

increase in conversions with Bing Ads.¹



12.6%

increase in click-through rates.¹



Bing Ads solutions:

Sitelink Extensions

Enhanced Sitelinks

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1. [EaseMyTrip](#) internal data, 2018. Data for Bing Ads only. 2. comScore qSearch (custom), India, September 2018. The Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in India. Data represents desktop traffic only. 3. Microsoft internal data, India, January 2016 to October 2017.

About EaseMyTrip

With 8 million direct consumers, [EaseMyTrip](#) is one of the top three travel portals in India and offers a wide array of services, such as flight bookings, customised tour packages, hotel reservations, car rentals, train tickets and bus passes.

More conversions, less cost

Having used Google Ads successfully for a couple of years, EaseMyTrip decided to add Bing Ads to its search engine marketing (SEM) mix. Traffic coming from the Bing Network has shown to be high-quality, leading to more conversions at a lower cost for the company.¹ Plus, the Bing Network accounts for 8.1% of the search market in India.² Adding Bing Ads to the paid search mix was an easy way to expand the company's reach to a growing, high-quality audience overall, especially in the travel vertical.³

EaseMyTrip started advertising through Bing Ads in May 2017. The result? An 86.8% increase in conversions and a 12.6% increase in click-through rates.¹ The company has increased its total spend on the platform by 197% thanks to the success with Bing Ads.¹

Ad features like [Sitelink Extensions](#) and [Enhanced Sitelinks](#) are a crucial part of the Bing Ads SEM strategy, highlighting key webpages to help searchers find the specific information they need. The company has also recently started taking advantage of location targeting, which allows EaseMyTrip to target customers in specific areas, and ad scheduling, which lets the company choose the days and times its ads are showing.

Overall, EaseMyTrip is happy with the results it has achieved with the Bing Ads platform and looks forward to more conversions at a lower cost.