



Bing Network. Intelligent search.

Optimizing campaigns with Enhanced CPC

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SIGN UP FOR BING ADS



Metrics provided from Europcar internal data, 2018

Europcar reduced its CPA by

 **20%**

by using Enhanced CPC to bid higher on searches that are more likely to convert.

Europcar increases performance with bidding strategy

When you're in the automotive business, you know the importance of maximizing performance while driving results. That's why car rental firm Europcar recently launched a paid search makeover, aiming to maintain the existing workload of their Bing Ads campaign while boosting its production.

The French rental giant theorized that it could find success by getting the company's most effective ads in front of its target audience. The vehicle would be Enhanced CPC, a strategy that allows Bing Ads to automatically adjust bids in real time so that a company like Europcar can bid up to 30% higher on searches that are more likely to convert. Almost immediately, Enhanced CPC helped the campaign get more conversions, lower the cost per acquisition, and significantly improve the return on investment — all while maintaining the same level of company workload.

"The efficiency of Bing Ads Enhanced CPC has been brilliant," says Mathilde Gady, head of digital marketing at Europcar. "The time saved by not having to manually adjust bids means we can concentrate on new account optimizations."

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Europcar Mathilde Gady, head of digital marketing, Europcar

Artificial intelligence saves time and reduces costs

Powered by Bing Ads' artificial intelligence, Enhanced CPC helped Europcar reduce its cost per acquisition by 20%. Now, freed from the necessity of monitoring everything all the time, Europcar once again finds itself in the driver's seat.

About Europcar

[Europcar](#) is a French car rental company founded in 1949 in Paris. The head office of the holding company, Europcar Group S.A., is in the business park of Val Saint-Quentin at Voisins-le-Bretonneux, France.

