



Bing Network. Intelligent search.

## Dolead enhances its new offering with Bing Ads



Dolead

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## Dolead optimizes customer campaigns with Bing Ads

[Dolead](#), one of the leading players in marketing technologies in Europe, is the world's first paid media leads-as-a-service solution that helps customers manage and optimize their search advertising campaigns to generate more high-quality leads at scale.<sup>1</sup>

### Expert in detecting leads

Dolead has adopted the Bing Ads API, allowing advertising campaigns to be automatically created and optimized in a granular way. This makes it possible to target users taking specific actions while reaching a larger audience, offering its customers cutting-edge campaign management technology that is agile and adaptable to their business needs. Dolead has found that its Bing Ads campaigns are more profitable and less expensive than their counterparts on Google Ads, and reach a target audience with a higher average age and greater purchasing power.<sup>1</sup>

## Two technologies combined for a better reach

Customers creating campaigns on Bing Ads generate an average increase of 15-25% in traffic and conversions, according to the customer's budget.<sup>1</sup> They recommend their customers systematically duplicate their search campaigns on Bing Ads to target a wider reach, lower their cost per acquisition, and diversify their paid acquisition strategy.<sup>1</sup> The Bing Network, representing a 15% share of the French market today, is an essential channel for Dolead users.<sup>2</sup>

1. [Dolead](#) internal data, 2018.

2. comScore qSearch (custom), France, April 2018. The Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in France. Data represents desktop traffic only.

"We are very pleased to work closely with Bing Ads to deliver the best tool to our customers, reach a larger target audience, and optimize our customer campaigns."

**Arthur Saint-Père**  
Co-founder, Dolead

