



Bing Network. Intelligent search.

“Bing Ads offers a really great value solution for finding success within a competitive industry.”



Juliette Denny
Senior account manager, Merkle | Periscopix



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InsureandGo has achieved a **43%**  increase in revenue year over year with Bing Ads.¹

The InsureandGo Remarketing in Paid Search campaign has led to a **40%**  increase in spend on returning customers.¹

Bing Ads solutions:
Remarketing in Paid Search 

Keeping travellers safe and sound

[InsureandGo](#), one of the UK’s leading travel insurance specialists, has been around for more than 15 years. The company’s primary goal is helping people worry about their sand castles instead of their credit cards when disaster strikes while they’re abroad. InsureandGo relies heavily on digital marketing for its success. Foster Congrave, digital marketing manager at InsureandGo, collaborates with Juliette Denny, senior account manager at the performance marketing agency [Merkle | Periscopix](#), to help him in the paid search realm.

Pathways to success

Typically, customers fill in the details of their upcoming trip on the InsureandGo website to get an accurate insurance quote. The goal of Congrave’s marketing strategy is to interact with these visitors to drive them to the point of purchase now as opposed to later. For those who drop off or put off a decision until tomorrow, InsureandGo employs [Remarketing in Paid Search](#) as a key strategy to raise conversion rates.

InsureandGo has achieved a 43% increase in revenue year over year, as well as a 50% increase in revenue from returning visitors.¹ Rising revenue has also led to a better ROI, which leaves Congrave with more money to reinvest in Bing Ads campaigns.¹ To date, the InsureandGo Remarketing in Paid Search campaign has led to a 40% increase in spend on returning customers.¹

Overall, Denny and Congrave have been thrilled with the results they’ve seen on the Bing Ads platform. “For the ROI model and level of granularity we’re using, it’s been very effective,” says Denny. “I think the main thing to take away here is Bing Ads offers a really great value solution for finding success within a competitive industry.”

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

