



Bing Network. Intelligent search.

"I say, 'If something scares you, do it.' I named my company Take Some Risk because, honestly, it's a lot harder to go out on your own. You're not assured a steady paycheck, you've got to convince clients to hire you, plus you have all the back-end business. I took a risk, and I'm so glad I did."



**Duane Brown**  
Founder and head of strategy



[LINK TO STORY](#) ↪

[SIGN UP FOR BING ADS](#) ↪

Results provided to Bing by [Take Some Risk](#).

Most clients see a

**10-20%**

increase in customers and revenue  
by using Bing Ads.

### Bing Ads solutions

Image Extensions

Google Import

#### An agency leading by example

In the world of entrepreneurialism, risk-taking is a key component to getting a startup off the ground. For Duane Brown, founder and head of strategy at Take Some Risk, Inc., it's not only the action he's taken — it's the name of his company. Founded in 2017 in Vancouver, British Columbia, his advertising agency is inspiring clients to take some calculated risks themselves. As a result, with the help of Bing Ads, they're reaching a larger qualified audience and growing their businesses.

#### Calculated risks

Most of Brown's clients are searching for qualified leads and increased conversions to grow their business. To help them achieve their goals, Brown offers marketing strategies and effective solutions. "One of the consistent game changers is introducing them to Bing Ads," Brown shares.

"It's easy to inspire my clients to try Bing Ads. I tell them they can spend all their money on one channel, but their customers don't spend all their online time in one place. I can assure them they'll see at least a 10-20% increase in their business just by using Bing Ads." When his clients realize there's a large, untapped audience on the Bing Network, they get excited. "Being able to reach people you can't find with other platforms, including an older audience on Bing, is a big deal," Brown says. "To me, adding Bing Ads to the mix is like pouring gasoline on the fire — it helps a business grow. I look forward to sharing that with my clients."

