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200%

increase in click-through rates with Remarketing and In-market Audiences.¹



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130%

increase in click-through rates with syndicated search.¹



Bing Ads solutions:

- Remarketing
- In-market Audiences
- Bing Network syndication



Searching for success

If you're searching the web for answers to your most-pressing questions, chances are [Concourse Media](#) has it covered. The Canada-based company got its start answering questions that people were searching for on the web, using search engine marketing (SEM) to understand what topics were trending on the web — and to expand readership. Yet great content can only go so far. That's where paid search comes in.

Pathways to success

"We've tried a variety of different targeting methods with Bing Ads, including In-market Audiences, Remarketing and even the new [Microsoft Audience Network](#)," says Elise Marion, the audience development team lead for Concourse Media. That has led to some impressive results to date. The click-through rate (CTR) for [Remarketing](#) is almost 200% higher than the campaign average.¹

The ActiveBeat account in particular has enjoyed great success with [In-market Audiences](#). According to Marion, "The CTR for these In-market Audiences is almost 200% higher than the average for the campaign overall. It's a real asset for us because our websites are all different verticals." Recently, Concourse Media added [Bing Network syndication](#) to its strategy at the suggestion of the Bing Ads account team. The results overall have been staggering. "The CTR for the syndicated search campaign is over 130% higher than the next best performing campaign targeting only Bing, AOL and Yahoo websites," says Marion.

What's next for Concourse Media? Bigger reach, better CTRs, lower costs and reduced workload, of course. Moving forward, the company will continue to work closely with its Bing Ads account team to implement new, innovative features and use them to reduce the campaign management workload. "Obviously, our partnership with Microsoft has been a cherished one for us," says Ryan May, founder and CEO of Concourse Media. "It's not only led to us having a long-standing marketing partnership on the platform, but also, strategically, a lot of the campaign strategy that's come out of working with Bing Ads has helped our business tremendously."

1. [Concourse Media](#) internal data, 2018.

LINK TO STORY 

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