

SUCCESS STORIES

# Bambelo

Service Marketplace

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**400%** Conversions increase in just one year

**50%** Of conversions come directly from Audience ads

## Audience ads

### How Bambelo increased conversions by 400% with Audience ads

#### The goal

Bambelo is a marketplace for real estate agents, solar panel installers, and other professionals. On the Bambelo platform, consumers can find and compare free quotes from professionals in their area. And professional service providers can easily find new consumers through the Bambelo platform. Microsoft ads were already producing great search results for Bambelo. So, the team wanted to level up and take their ad strategy further. The goal was to expand reach and drive more conversions from any other display and native offerings. Bambelo started running Audience ads.

#### The solution

Although Bambelo had never seen such a consistent stream of conversions from any other display and native offerings, they decided to:

- Focus on the best performing publishers.
- Tailor their ads for mobile or desktop devices.
- Leverage automation with tCPA bidding.
- Add 'Predictive Targeting' as an audience.

The results were a game changer as Bambelo had never seen such a consistent stream of conversions from any other display and native offerings.

They managed to quadruple the conversions we got from Audience ads, to the point where this Microsoft channel became equally as important as search.

Jesper van Nijnatten  
Performance Specialist,  
Bambelo

#### The results

Bambelo increased conversions by 400% in just one year. And today, Bambelo currently receives about half of their conversions directly from running Audience ads. With tCPA bidding, Bambelo unlocked the power of automation to save time and effort by reducing manual optimization work, doubling their conversions per campaign, and maintaining a steady return on ad spend (ROAS).

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