Managing search at comparison-shopping scale

Microsoft Advertising · Founder experience · comparison shopping

THE CHALLENGE

Search activity spanned a large comparison-shopping catalogue with many retailers and keyword combinations.

THE WORK

The founder managed paid search and bid optimisation across Google AdWords and Bing Ads in a prior PPC role.

DELIVERY AND SCALE

25,000+

Retailers in the wider cross-platform portfolio

HOW TO READ THE FIGURES

The founder’s published portfolio describes the combined Google and Bing scope. The retailer count describes portfolio coverage. Microsoft-only conversion and cost results are unavailable.

View the portfolio source