

ESV Digital recognized with Select Status in new expanded Bing Partner Program

CHICAGO, ILLINOIS, UNITED STATES, November 21, 2016 /EINPresswire.com/ -- Today, as part of the expansion of the Bing Partner Program, Microsoft named [ESV Digital](#) as one of a group of key partners to act as trusted advisors to their growing customer base for search advertising opportunities with the Bing Network.

As a Select Partner to Bing Ads, the world's number two search advertising

provider, ESV Digital will continue to enhance the expertise and service provided to clients through exclusive access to training, marketing and technology development.

“We’re pleased to be a part of the Bing Partner Program, and we believe that this partnership will allow us to continue bringing state-of-the art service to our clients in the Pay-Per-Click industry,” said Mike Fury, CEO of ESV Digital North America. ESV Digital is a full service, data-driven digital agency with a strong focus on managing paid search campaigns. Clients include businesses like Toys”R”Us, Papa John’s, L’Oreal and Sandals Resorts who benefit from ESV Digital’s combination of in house technology, methodology and account management team who are experts in optimizing paid search. Search advertising, which today makes up 52% of all digital advertising spend, is a core area of investment for our clients.

ESV Digital has successfully rolled out Bing search campaigns and increased their client’s ROI thanks to its partnership with Bing. With Microsoft’s search advertising revenue growth of over 24% YOY in FY16, our ongoing partnership will clearly bring increased business opportunity for both our clients and our business.

In the near future, ESV Digital looks forward to expanding their search advertising offering with Bing Ads as it continues to grow globally, with nearly one third PC search market share in the US, over 20% in the UK and over 10% in 5 additional markets. Our clients have witnessed significant increase in ROI/engagement/CPC for campaigns managed by ESV Digital on Bing, and we look forward to continuing to grow and extend this kind of opportunity to all our clients.

For more details about ESV Digital, please visit <http://www.esvdigital.com>

For more details about the Bing Partner Program please visit:

<https://advertise.bingads.microsoft.com/en-us/blog/post/november-2016/announcing-the-expanded-bingpartner-program>

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