# WildJar Releases Microsoft Search Advertising (formerly Bing Ads) Integration to Enhance Call Attribution

SYDNEY, AU – WildJar, a leading global communications software as a service platform, announces that it has released an advanced integration with Microsoft Search Advertising which allows marketers to capture rich call attribution data from Microsoft Ads and use it to provide further insights into consumer purchasing behaviour.

WildJar now has the ability to send web and conversion data from phone calls directly into Microsoft Ads. This integration enhances campaign performance by automatically connecting conversions back to the specific search keywords, ads or campaigns that customers interacted with during their search, allowing for a detailed picture of a customer's purchasing behaviour.

"We are growth focused and always striving to deliver cutting edge voice and SMS solutions for our clients," states James O'Neill, Co-Founder and CEO of WildJar. "Our new Microsoft Search Advertising integration is yet another example where we have listened to our clients' requests and reinforces WildJar as one of the fastest growing global call intelligence platforms. It has been fantastic working with the Microsoft team and I am happy to say the integration is now live and available."

Microsoft Search Advertising market share continues to grow globally, with over one third PC search market share in the US, 23% in the United Kingdom, 16% in France and nearly 16% in Australia. Microsoft's careful selection of key partnerships such as The Wall Street Journal, Yahoo, CBS Interactive and many more, helps marketers increase their digital footprint whilst bringing high-quality traffic and increased clicks to their marketing strategy.

"We are delighted to see that WildJar have completed an integration to our API. For Microsoft Advertising customers that rely on calls from a performance standpoint, this will enhance their ability to measure performance on our platform, and we are excited to see the positive impact that will result from this integration" said Paul Korber, Director of Partner Development AUNZ, Microsoft Advertising.

To learn more about the WildJar integration with Microsoft Search Advertising, visit WildJar.com or call 1300 317 533

About WildJar

WildJar helps businesses become wildly successful by providing cutting edge voice and SMS solutions. Founded in 2016, WildJar has helped more than 4,000 companies worldwide drive revenue and connect their customer's journey online to their purchasing behaviour offline. Finally, businesses and marketers have complete attribution and analytics to measure call outcomes and ROI. With WildJar's Voice Platform, businesses get granular campaign attribution to understand why customers are calling, real-time intelligence about who's calling and analyse what's being said during conversations to improve outcomes.

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