



## Bing Ads Agency of the Year delivers 38% higher cost-profitability ratio to clients

Successful fashion and lifestyle brands are meeting the digital marketing challenge and engaging with a connected audience. Online sales are growing, persuading businesses to innovate and use a range of tactics to keep and gain new customers and audiences.

**adamicus** is an agency that is helping them meet that challenge. It's a German-based firm with around 38 full-time staff that specializes in digital marketing services, including search engine marketing.

"A typical client could be a well-known fashion label that operates an online shop in Germany or across Europe," says Julia Leonhard, head of search engine advertising at adamicus. "They choose adamicus because of our expertise in the fashion business and ecommerce."

Brands working with adamicus choose to use paid search to reach targeted groups precisely, specifically addressing potential customers looking for products or specific brands. Most commonly, paid search for brands serves to pick up clients after they've been made aware of a product or brand through other channels. adamicus adjusts campaigns where necessary to fit in with other marketing campaigns.

"We've been using Bing Ads for search engine advertising for many years," says Leonhard. "With Google AdWords, there is a high level of competition, and we needed alternatives and added options to address our target group."

### Targeting different fashion brands

With Bing Ads, adamicus creates campaigns that target different age groups depending on the brand, with campaigns lasting as long as there is demand. The aim is to attract new customers as well as keep existing ones, increasing turnover both online and offline.

### Case Study



Client : adamicus

[adamicus.de](http://adamicus.de)

Social : 

Industry : Marketing

Market : Germany



**24% lower cost per click**



**38% higher cost-profitability ratio**

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Leonhard described the way adamicus works with brands on paid search. "We mainly use Bing search and partners, communicating the brand's most important unique selling propositions."

"We also use as many Bing Ads features as possible, because they work really well in text adverts and provide additional information."

These features include Enhanced Sitelinks, which allow adamicus to add description text below Sitelink Extensions that are included in ads to take customers to specific pages on the website.

Leonhard praised the support provided by Bing Ads. "We have regular calls where we exchange views on current topics, keeping up to date and supported on specific features and new beta versions."

## Positive results with a unique audience

With its tough-to-please client base, adamicus has superb results, becoming Bing Ads Agency of the Year in 2015. When it comes down to lead generation, the cost per order of Bing Ads is 18% lower.

Bing Ads also had a cost per click 24% lower than Google AdWords and a click-through rate 23% higher. The cost-profitability ratio with Bing Ads for some customers was a significant 38% higher than with Google AdWords.

"Not only does Bing Ads have a lower cost per click, it targets a different audience through the integration of Microsoft products in the workplace," Leonhard says. "We're planning to get further customers using Bing Ads and extend existing accounts, and we're looking forward to new products like Bing Shopping Campaigns."

Due to the lower cost per click, Leonhard recommends that small and medium-sized businesses use Bing Ads. She also advises, "It's very helpful to work closely with the Bing Ads contact person, because that to a large extent eases the workload."

**Get started**

Connect    

1. comScore qSearch (custom), June 2015; Microsoft and Yahoo sites in Germany.  
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## Bing Network

Reach millions of unique  
searchers in Germany.

 **17 million**  
unique searchers<sup>1</sup>

 **225 million**  
monthly searches<sup>1</sup>

