



Bing Ads delivers increased profitability and return on investment to furniture firm Alinéa

25-year-old French furniture and decoration firm **Alinéa**, an Auchan company, has successfully transitioned into a multi-channel retail business, despite fierce competition from both pure players and click-and-mortars.

With 29 stores and 2,600 staff, Alinéa uses marketing solutions aimed at driving people to its website and numerous promotional offers.

Particularly important is its pay-per-click strategy, as search engines are often the first step in a purchasing journey. However, as Alinéa started to face a yearly inflation on its early search campaigns, the marketing team believed Bing Ads was the way forward.

“For our search marketing campaigns, we have to position ourselves against our biggest competitors, who are bidding on the same keywords,” said Alinéa Head of E-marketing Anne-Lise Sulmoni. “Bing Ads allows us to be more aggressive thanks to the more reasonable costs involved. We want to control the cost of our traffic to the Alinéa website, and to that extent Bing Ads offers a competitive edge.”

Targeting the home furniture and decor market

Since December 2014 Alinéa has been advertising with Bing Ads to a broad audience, although some campaigns have been more specifically targeted towards women from 25 to 60 years old or some specific French regions.

On the recommendations of one of their media agencies, Atomic Search, the retailer has been taking full advantage of other features Bing Ads offers. This includes the use of Sitelink Extensions — additional links featured in your ads that take customers to specific pages of the Alinéa website. Location and Call Extensions also provide address details and phone numbers a customer can directly dial from a search result.

Case study

Alinéa
Mobiliier & décoration

Client : Alinéa

alinea.fr

Social :  

Industry : Retail

Market : France



**10-20% lower
cost per click**



**15% higher
click-through rate**

Alicia Reyre, search marketing consultant at Atomic Search, said, “We look to make our search ads both attractive and informative by combining extensions and links. We may add images depending on the ad’s objectives — these can be perfect tools for making the advert more visible in search. “We’ve also been making use of Bing Ads Editor, which is simple to use and practical enough for large-scale optimization and modification. Finally, the Bing Ads sales team has been great — available and helpful, informative when needed.”

Alinéa has found the Bid Landscape tool particularly useful. It allows marketers to fine-tune keyword bids based on the competitive environment by revealing estimated costs, clicks, impressions and top impressions for any given keyword. “It provides a concrete view of what impact our changes could make on costs per click,” testified Sulmoni.

Faster return on investment with Bing Ads

Bing Ads offers Alinéa a faster return on investment compared to other search engines. Alinéa witnesses regularly that costs per click on such generic keywords are on average 10 percent to 20 percent lower, with a 15 percent higher clickthrough rate.¹

Based on these performance indicators, Alinéa does not hesitate to invest up to a third of its search marketing budget on Bing Ads to capture this qualified yet affordable audience which represents a considerable 30 percent of Alinéa’s paid search traffic.

Sulmoni said, “With Bing Ads, we get very detailed reports and new functionalities rolled out regularly. It’s easy to use, with one single interface to manage two growing search engines, together with the ability to import existing search campaigns. It saves a lot of time.”

“I’d advise you to use all the tools Bing Ads offers, depending on the marketing objectives you’ve set,” she concluded.

[Get started](#)

Connect    

1. Performance monitored during April 22 – June 3, 2015 on non-branded keywords.

2. comScore qSearch (custom), September 2015; the Bing Network includes Microsoft and Yahoo sites in France.

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The Bing Ads audience

Reach millions of unique searchers in France on the Bing Network²



19 million
unique searchers²



459 million
monthly searches²