

# Bing Ads Success Stories



Learn how advertisers are using Bing Ads to reach new customers and grow their businesses.



# WebstaurantStore caters to its customers



## WebstaurantStore

Established in 2004, **WebstaurantStore** has succeeded in creating and fostering an innovative, easy-to-use website to meet the purchasing needs of food-service professionals worldwide.

**Industry:** Retail

**Market:** U.S.

**Target customers:** Restaurant owners/managers

**Products used:** Bing Ads Editor

Bing Shopping Campaigns  
Remarketing in Paid Search

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Want to learn more? [Read the full story.](#)

### The challenge



Increase **average order size** and **conversion rates** while lowering the **bounce rate**.

### The solution

**WebstaurantStore** pinpoints customers' needs based on their browsing history using **Remarketing in Paid Search**. The company also improves campaign efficiency and drives conversions with **Bing Ads Editor** and **Bing Shopping Campaigns**.



### The results



We find that the Bing Network audience is more targeted to our business customers. We see larger average order sizes, lower bounce rates and better conversion rates coming from the Bing Network.



**Steve Poole**  
Search Engine Marketing Manager  
WebstaurantStore

### WebstaurantStore saw ...



142%

increase in conversion rates



96%

increase in site traffic



11%

increase in click-through rates

Results provided to Bing by WebstaurantStore



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## The beauty of paid search



# Too Faced

Founded in 1998, **Too Faced Cosmetics** has grown into a leader within the beauty industry, creating innovative cruelty-free cosmetics that women love to wear.

**Industry:** Health and Beauty

**Market:** U.S.

**Target Customers:** Women of all ages

**Products used:** **Sitelink Extensions**

**Device targeting**

**Location targeting**

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Want to learn more? [Read the full story.](#)

## The Challenge



Continue the upward trajectory of the company's growth using paid search.

## The Solution



### A combination of Bing Ads features

Too Faced uses **Sitelink Extensions** for promotions and new products, **device targeting** for allocating spend by device and **location targeting** for additional control in targeting customers.

## The Results



We're consistently seeing people coming in through our Bing advertising that are **higher average order value customers**. We're also driving a higher percentage of new visitors through Bing, as compared to our paid search efforts on other search engines, and we see higher conversion rates with a lower investment.



### Krysta Brown

Senior Manager of Digital Marketing  
Too Faced Cosmetics

	ROAS	+44%
	Avg. CPC	+6%
	Avg. CTR	+155%
	Conversion rate	+47%
	Avg. POS	+55%
	Average order value	+3%



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1. Results provided to Bing by Too Faced Cosmetics





# Harvesting growth in paid search



**Gardener's Edge** is a family-owned company serving homeowners and avid gardeners since 2005. Founded by parent company, A.M. Leonard, Inc., it has been serving the professional horticultural tool and supply industry since 1885.

**Industry:** Retail

**Market:** U.S.

**Target Customers:** Hobbyists, gardeners

**Products used:** Sitelink Extensions

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Want to learn more? [Read the full story.](#)



## The Challenge

How can a niche retailer capitalize on search traffic and capture more market share with a targeted audience?

## The Solution



Sitelink Extensions

Our testing shows that Sitelink Extensions can increase click-through rates by up to 30 percent for advertisers. Enabling this feature is free and can easily be activated across multiple campaigns.

## The Results

**Sitelink Extensions** and the addition of new **ad extensions** have helped Gardener's Edge cast a wider net and drive year-over-year growth in paid search.



**37%** lower non-brand CPCs



**108%** higher non-brand conversion rate



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# The art of paid search



## greatBIGcanvas

Founded in 2006 with nearly 200 employees, Raleigh-based **Great Big Canvas** offers everything from abstract art to photography, typography, and classic paintings. With over 550,000 images they have the printers, posters and canvas wall art to bring any wall to life.

**Industry:** Retail

**Market:** Global

**Target Customers:** Home owners, commercial property owners

**Products used:** Bing Ads Editor; Bing Ad Extensions; Broad Match Key Works

[#BingAdsStories](#)

Want to learn more? [Read the full story.](#)



## The Challenge

How does Great Big Canvas manage hundreds of campaigns, tens of thousands of ad groups and half a million key words?

## The Solution



### Bing Ads Editor

Whether you're online or offline, when you download Bing Ads Editor you'll get an intuitive and simple desktop application that streamlines your search campaign management.

## The Results



That is the tool I use for hours, every day — without **Bing Ads Editor**, my job would be practically impossible.



**Matt Fritz**

Director of Acquisition Marketing  
Great BIG Canvas



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Since 2012, Bing has been the single largest revenue growth contributor percentage-wise:



With just a five percent increase in spending...



revenue has grown by **17%**



ROAS improved by **30%**

for Q1 in 2016 compared to Q1 in 2015.<sup>1</sup>

1. Results provided to Bing by Great Big Canvas



## Room for growth



### RESERVATIONS.COM

Over 1.5 million happy travelers have used **Reservations.com** to book more than 2 million rooms at the 150,000+ hotels the company offers worldwide. With more than 20 employees and based in Orlando, the company is looking ahead to extend its reach into rental cars, ticket and dinner reservations.

**Industry:** Travel

**Market:** U.S.

**Target Customers:** Travelers, sports and entertainment enthusiasts

**Products used:** Call extensions; device targeting

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Want to learn more? [Read the full story:](#)



## The Challenge

How can a self-funded company use paid search to scale growth at the same pace as bigger industry players?

## The Solutions



### Device Targeting

With device targeting, you control when, where and on what device your ads connect with customers based on what's best for your business.



### Call Extensions

With a Call Extension, you can display a phone number directly in your search ad on PC, tablet or smartphone. Get calls from customers who either click to call or dial the number in your ad.

## The Results

**Call Extensions** give Reservations.com customers a convenient way to call directly from search results — one click to call is all it takes.

With **device targeting**, Reservations.com targets "call-ready" smart phones over tablets for a smarter spend.

For Reservations.com, Bing Ads has

**10-15%** lower cost per click (CPC)\*

\*over Google for the same keywords.

With Bing Ads, Reservations.com has achieved...



**172%** year-over-year Increase in traffic



**20%** less CPC over other ad platforms



**18%** higher ROI



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# Greener Grass with Bing Ads

Founded by Ken Davis in 2013, **TaskEasy** ingeniously mixes modern technology with age-old tasks, such as mowing lawns and clearing snow. With the simple click of a button, you can ask a nearby vetted contractor to take over your tiresome yard tasks.



- **Industry:** Home and Garden
- **Market:** U.S.
- **Target Customers:** Home owners, commercial property owners
- **Product Used:** Review Extensions, Sitelink Extensions, Remarketing in Paid Search, Device Targeting, Bing Ads Editor For Mac

Want to learn more? [Read the full story.](#)



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## The challenge

*How does TaskEasy stay on top of trends, employ new strategies and elevate growth?*

## The solution

A unique combination of Bing Ads extensions and tools:



TaskEasy uses Review Extensions, Sitelink Extensions, Remarketing in Paid Search, and Device targeting to highlight reviews in ads, better segment users to the appropriate content, increase bids for return visitors and decrease bids for mobile users in research mode.

## The results

*"Bing performs better and is becoming a big player. With our strategy, we're taking budget from other advertising platforms and allocating it to Bing Ads. A lot of companies would be surprised with our results."*

For TaskEasy, Bing Ads pay-per-click percentage uniquely exceeds the total percentage of its PPC impressions \*.



**Montana Marsden**

Online Marketing Manager, TaskEasy



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\* Results provided to Bing by TaskEasy



# The hottest ticket in town



[Event Tickets Center](#) started in 2005 and has grown into one of the largest ticket resale marketplaces for sports, concerts and Broadway events, giving fans a secure and convenient place to find millions of tickets.

- **Industry:** Entertainment
- **Market:** U.S.
- **Target Customers:** Sports and music enthusiasts
- **Product Used:** Remarketing in Paid Search  
Bing Ads Editor

Sign up for a Bing Ads Account

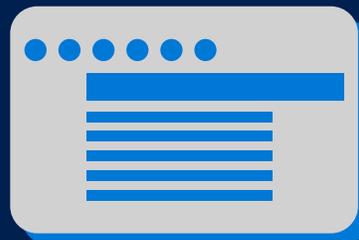


## The challenge

*How does an online ticket reseller stand out in a competitive market while maximizing advertising budgets?*

## The solutions

**Remarketing in Paid Search** reaches high-value searchers who have recently visited a website, enticing them to come back and complete a transaction.



**Bing Ads Editor** is an intuitive and simple desktop application that streamlines your search campaign management.

## The results

*"Ad extensions have been key to creating highly-targeted ad units that help increase traffic and conversions."*

**Adam Young**

CEO and founder, Event Tickets Center

*"Being able to control repeat visitors, ad copy, keywords and bidding has been a tremendous win."*

**Adam Young**

CEO and founder, Event Tickets Center

Want to learn more? Read the full story: [Event Tickets Center and Bing Ads are the hottest ticket in town](#)

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# Turning surfers into customers



**Myrtle Beach Area Convention & Visitors Bureau** is a non-profit marketing organization for the Myrtle Beach Area.

- **Industry:** Travel
- **Market:** U.S.
- **Target Customers:** Summer vacationers, families
- **Product Used:** Remarketing in Paid Search
- **Partner:** [Visibility and Conversions](#)



## The challenge

*"We want to be front and center for the people who are further along in the decision process — we don't want to lose out on that traffic."*

**Corey Frankosky**  
Paid Search Manager  
Visibility and Conversions

## The solution



**Remarketing in Paid Search:** reaches high-value users who have previously visited the advertiser's website. The advertiser can define audiences based on their activity on the website and re-engage with them by adjusting bids, customizing ads and broadening keywords.

## The results

*"Bing has been successful at helping us derive a better cost per referral on a seasonal basis and on some of our core keywords. We will continue to increase it as long as it continues to outperform."*

**Scott Schult**  
EVP of Marketing  
Myrtle Beach Area  
Convention & Visitors Bureau

Using Bing Ads, Myrtle Beach Area Convention & Visitors Bureau has seen...



5%  
lower CPC than Google  
AdWords campaigns



60%  
conversion rate

After launching Remarketing in Paid Search they saw a



15%  
lower CPC

Want to learn more? Read the full story:  
[Myrtle Beach: Turning surfers into customers](#)

#BingAdsStories



# CJ Pony Parts puts the pedal to the medal with Bing Ads



CJ Pony Parts has been selling Mustang parts for more than 30 years. This Pennsylvania-based company isn't just a parts retailer, it's comprised of automotive enthusiast employees who are dedicated to providing their patrons with the best products.

- **Industry:** Automotive
- **Market:** Global
- **Target Customers:** Mustang owners
- **Product Used:** Image Extensions and Sitelink Extensions

## The challenge

*How does a niche automotive parts retail company beat its competition and draw in new customers at the same time?*

## The results

*"Roughly 50 percent of our clicks on Bing Ads are from people who have never visited our site before — Bing does a fantastic job of serving the right ad to the right person."*

**Scott Redgate**

SEM Manager, CJ Pony Parts

## The solutions



**Image Extensions** allow advertisers to include an image along with their ad.

**Sitelink Extensions** link the customer straight from the ad to a specific landing page.



CJ Pony Parts used Sitelink Extensions to direct customers to car parts by year.



As compared to Google AdWords, Bing Ads campaigns preformed:



**35%**  
higher ROI



**124%**  
higher e-commerce conversion rate



**70%**  
more page visits per session in Q1 of 2016



**30%**  
better performance dollar over dollar

Want to learn more? Read the full story:

[CJ Pony Parts puts the pedal to the medal with Bing Ads](#)



**#BingAdsStories**

# From You Flowers: mandatory growth, mandatory fun



**From You Flowers** sells and delivers flowers for occasions ranging from Mother's Day to Valentine's Day. The company hangs its hat on being the best-value florist, giving customers the best quality for the lowest price.

- **Industry:** Retail
- **Market:** U.S.
- **Target Customers:** Gift buyers
- **Product Used:** Bing Shopping Campaigns

## The challenge

*How could From You Flowers' vice president of marketing use direct marketing channels to drive the company's growth?*

## The solutions

**Bing Shopping Campaigns** helps advertisers manage Product Ads — ads that showcase products in a larger format with:



- Images
- Pricing
- Promotional Text

**Sitelink Extensions:** additional links advertisers can include in their ads that take customers directly to specific pages on their websites



Sitelink Extensions can boost click-through rates (CTR) by up to 30%

When VP of Marketing Michael Sabia joined From You Flowers, Bing Ads was "a very small piece of the pie." That changed. The numbers tell the story:



In 2015, Bing Ads orders were **603%** greater than in 2011.



Bing Ads orders grew **118%** from 2014 to 2015.



Share of PPC orders from Bing Ads in 2015: **18%**



Valentine's Day orders grew **90%** from 2015-2016.

## The results

*"In Bing Ads, the click-through rate is such a strong indicator of success with Bing Shopping Campaigns — users are literally voting on an image of a product and a price that will suit them."*

**Michael Sabia**  
VP of Marketing  
From You Flowers

Want to learn more? Read the full story:  
[From You Flowers: mandatory growth, mandatory fun](#)

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