



## Low-cost ads help David Jones double search sales

To stay ahead in online retail, Australia's most iconic department store, **David Jones**, wants to be first to market in ecommerce activities. In 2014, the company supplemented its Google AdWords campaign with Microsoft Bing Ads for all 70,000 line items. With an average cost per acquisition that's 30 percent lower than AdWords, Bing Ads has helped David Jones to better target high-spending customers and efficiently boost search-generated revenue.

### Challenge

Founded in 1838, Australia's David Jones is a \$1.85 billion retail business with 39 department stores. As the online retail revolution intensifies, the company's Digital Marketing Specialist, Claudia Dwyer, needs to focus online advertising spend where it generates maximum returns.

"Ecommerce is one of our key drivers and Australia is very tech-savvy, so the competitive landscape changes fast," says Dwyer. "To stay ahead we need to be active across all retail channels. This means staying at the vanguard of digital marketing techniques."

In late 2012, David Jones partnered with Sydney-based search experts, Columbus, to create a Google AdWords campaign for its entire 70,000-strong retail inventory. In mid-2014, David Jones extended the campaign to the Microsoft search advertising platform, Bing Ads.

"Bing Ads offered access to a demographic with a higher disposable income and increased average online spend, as compared to Google," says Dwyer. "However, with less competition for search terms, Bing Ads also presented an opportunity to gain sales at a lower average cost."

### Case Study

Client :

**DAVID JONES**

[www.davidjones.com.au](http://www.davidjones.com.au)

Social Media :  

Sector : Retail

Country : Australia

Partner :

**columbus**

[www.thisiscolumbus.com.au](http://www.thisiscolumbus.com.au)

Return on advertising spend  
July 2014–January 2015

**\$7.58** Bing Ads

**\$5.20** Google AdWords

**CPA** = 30% lower than AdWords

**CPC** = 36% lower than AdWords

December 2014

**CPA** on Bing Ads <50% of AdWords

**CPC** on Bing Ads ~50% of AdWords

"With Bing Ads, we target a unique audience of higher value customers. The chain of expertise that reaches from Columbus to Mi9 and Microsoft makes our campaigns nimble and fast paced."

Claudia Dwyer, Digital Marketing Specialist, David Jones

## Campaign

In July 2014, Columbus replicated their Google AdWords campaign on Bing Ads and used an inventory campaign feature to automatically draw prices and descriptions from the David Jones retail catalogue. The campaign included product remarketing to site visitors and sitelink extensions that augment searcher options.

Dwyer controls the campaign via monthly budgets, while the agency executes it and provides weekly reports. "Bing Ads has proven to be more efficient than AdWords for generic search terms," says Rob Nagy, Performance Manager, Columbus. "Wherever Bing Ads deliver higher rates of return, we ramp up spending."

Columbus has refined the campaign with technical help from Microsoft search affiliate, Mi9. With access to Microsoft experts, Mi9 provides high-level data insights and analysis techniques, as well as campaign execution training. Powered by high rates of return, spending has risen month by month. By Christmas 2014, Bing Ads gained an integral role in David Jones' festive and clearance campaigns.

## Benefits

In the six-month period from July 2014, Bing Ads generated almost double the advertising return on investment achieved by AdWords, with an average cost per acquisition (CPA) that was 30 percent lower. During the Christmas period, the average CPA for Bing Ads fell below 50 percent of its equivalent for AdWords, making Bing Ads spend highly efficient.

"With Bing Ads, we can target a unique audience of valuable customers," says Dwyer. "However, in retail, success is built on speed. The chain of expertise that reaches from Columbus to Mi9 and Microsoft makes our Bing Ads campaigns nimble and fast paced."

In addition, recent feature releases have enabled Columbus to make the David Jones search campaigns more sophisticated. For example, Universal Event Tracking allows Columbus to monitor specific conversion goals while favicon inserts allow David Jones to brand results with their logo.

By complementing the retailer's Google AdWords campaign, Bing Ads is helping to cement search as a core element in David Jones' above-the-line marketing. "Search is now a huge proportion of our online spending," says Dwyer. "Expenditure on search is driven purely by the returns it generates, and currently, it's 85 percent higher than last year. As long as we see great results, we will continue to invest."

Get started >

Connect    

1. The Bing Network includes Microsoft and Yahoo sites worldwide.

2. comScore qSearch Explicit Core Search, June 2015.

3. comScore qSearch, December 2015.

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## Bing Network

Reach millions of higher-spending unique searchers with the Bing Network.

The unique searchers on the Bing Network<sup>1</sup> spend 145% more online than the average Internet searcher and spend 44% more than Google searchers worldwide.<sup>2</sup>



**137 million**  
monthly Bing  
Network searches<sup>3</sup>



**9 million**  
unique searchers<sup>3</sup>



**10.8%**  
market share<sup>3</sup>