



Bing Ads helps software retailer engage visitors

FMS is no stranger to digital advertising. The 25-year-old customized software developer launched its first online campaign in the early days of the dot-com era. Although FMS advertised on MSN.com, the database solutions provider didn't optimize its campaigns because low traffic didn't justify the time investment.

All that changed with Bing Ads, which is helping FMS find a high-quality audience for its customized products.

"I want to create a dollar-and-a-penny machine: I put a dollar in, and a dollar and a penny come out," says Luke Chung, founder and president of FMS. "The audience on the Bing Network² does that for us. We see the payback, so we're happy to invest money into these campaigns."

Finding a niche audience

FMS is best known for developing third-party productivity tools that help developers and consumers maximize their use of Microsoft Office Access, a software product that helps users gather and understand relationships among data. With more than 750 million Microsoft Office users worldwide,¹ finding Office users isn't difficult. Finding Office users that understand the value of third-party productivity tools, however, is a greater challenge.

After optimizing its Bing Ads campaigns with this niche audience in mind, FMS was able to attract more interested visitors to its site. Bing Support worked with Chung to include "phrase" and "exact match" keywords for all campaigns, and added negative keywords to reduce unwanted traffic. Support representatives

Case Study



Client: FMS

fmsinc.com

Industry: Technology

Market: United States



Higher click-through rate




Lower costs

Technology search trends

The Bing Network² adds value for the technology sector. In December 2013 we delivered:

 **24 million**
technology searchers

 **71 million**
technology searches

 **6 million**
technology paid clicks

 **25 percent**
of all technology paid clicks³

1. Press Release, Microsoft News Center, Los Angeles, California, 7/12/2011.

2. The Bing Network includes Microsoft Core Search sites and Yahoo (Bing powered) sites in the U.S.

3. comScore qSearch (custom), U.S., December 2013; industry categories based on comScore classifications.

also reduced budgets on campaigns in locations where keywords were getting less traction, and invested more in regions with higher traffic.

Increasing clicks, lowering costs

By working with Bing Support, Chung learned how to make the most of his keyword selection and budgets to drive more dollars — and pennies — as a result of his Bing Ads campaigns. By stripping away under-performing keywords and locations, FMS witnessed a higher click-through rate at a lower cost.

“We’re investing more into Bing Ads now, and we’re also getting much more quality traffic to our site,” Chung says. “I’m not as concerned with whether visitors buy a product on their first visit or just sign up for our free newsletter or join our Facebook page. We want visitors to engage with us, and Bing Ads is driving that engagement.”

[Get Started](#)

Search market share

Reach millions of unique searchers in the U.S. on the Bing Network,¹ where searchers spend more. Our audience spends 23% more online than the average Internet searcher.²



161 million
unique searches



5.9 billion
monthly searches



31 percent
of the search market

Connect    

1. The Bing Network includes Microsoft Core Search sites and Yahoo (Bing powered) sites in the U.S.

2. comScore Explicit Core Search (custom), December 2014.

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